

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

77th YEAR

JUNE 1954

**C. E. BICKFORD & CO.**

COFFEE BROKERS  
AND AGENTS

NEW YORK  
88 Front Street

NEW ORLEANS  
427 Gravier St.

*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?  
It's delightfully illustrated, and yours for the asking.*



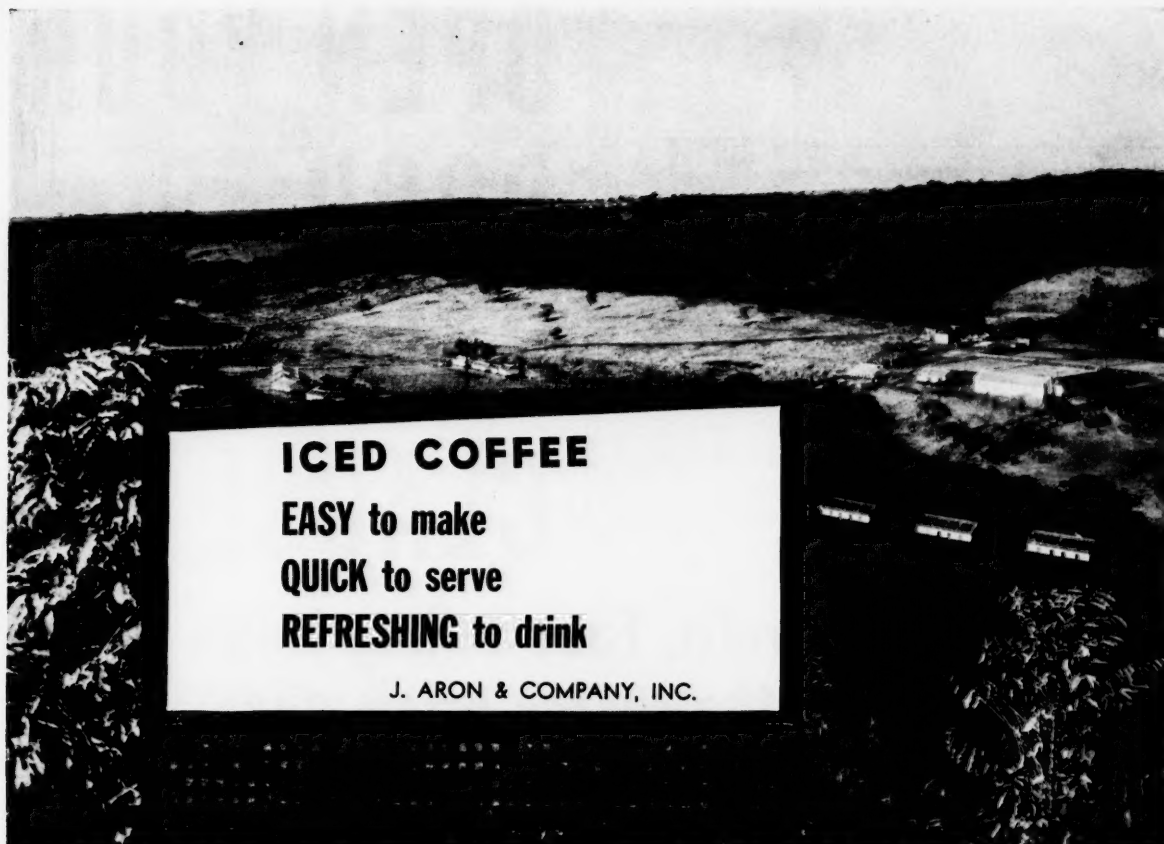
*Careful cultivation . . . Constant experimentation . . .*

*Assure perfect quality the year 'round*

**NATIONAL FEDERATION  
OF COFFEE GROWERS OF COLOMBIA**

■ **Member of Pan American Coffee Bureau**  
120 WALL STREET • NEW YORK 5, N. Y.





## **J. ARON & COMPANY, INC.**

**Coffee Importers**

**GREEN COFFEES FROM ALL OVER THE WORLD**



NEW ORLEANS

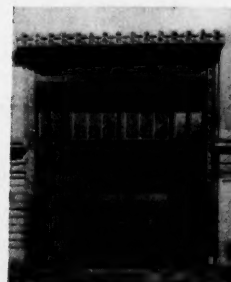
**NEW YORK**  
 91 Wall Street

**SAN FRANCISCO**  
 242 California Street



NEW YORK

**Direct Representation**  
**SANTOS**  
**Rio de JANEIRO**  
**PARANAGUA**



SAN FRANCISCO

**NEW ORLEANS**  
 336 Magazine Street

**CHICAGO**  
 404 No. Wells Street

**Offices of Representatives in Coffee Producing Countries all over the World.**

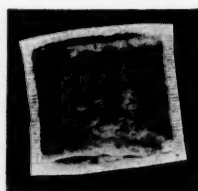


# OPEN YOUR DOOR TO SANTA CLAUS!

**Turn to High Profit, Fast Selling items to pull out of the coffee price pinch**

Christmas isn't here, but Santa Claus is. He's here to bring you the gifts you want most — *real* profits and greater sales volume on coffee and tea. And they are genuine gifts, no capital outlay, no risk to accept.

You'll prove this to yourself, immediately, with a limited market test of your own brand of coffee and tea packed in STEEPOLATOR BAGS. You'll make much more profit per pound this way and your sales will soar.



Nationally Advertised in **LIFE, TIME, THE NEW YORKER, etc.**, to reach your customers, STEEPOLATOR COFFEE BAGS give consumers convenience and quality brewing control of real ground coffee — right in the cup. They are economical, eliminate waste and increase coffee consumption.



## STEEPOLATOR TEA BAGS

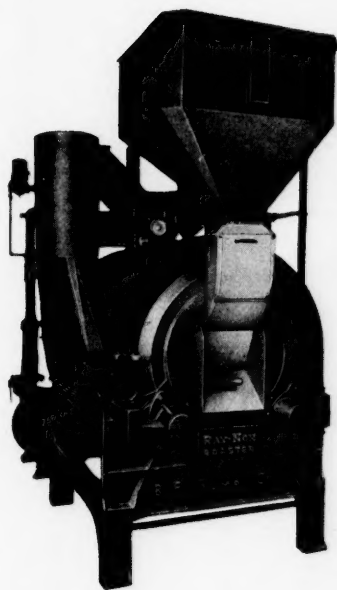
Flat or pleated, are simultaneously formed, filled, sealed, brand-name identified, and tabbed and looped at over 200 per minute. The tasteless, non-tangling, one-end-detachable tab with loop replaces old-fashioned, slow production tag and string.

The ultra attractive, new style Steepolator has four pleats to increase infusion but tea bag size is cut in half. The bag contains the same amount of paper for maximum porosity and the same amount of tea as the old-fashioned flat type.

STEEPOLATOR BAGS are packed with your own coffee or tea under your own brand on MOCO Packaging Machines in your own plant or in Modern Coffee's factory. You can obtain MOCO Machines on a royalty basis with no capital investment.

**OPEN YOUR DOOR TO  
SANTA CLAUS... WRITE NOW!**

**MODERN COFFEES Inc.**  
130 NEWBURY STREET • BOSTON 16, MASSACHUSETTS



Improves Cup and  
Keeping Qualities



Reduces  
Roasting Costs

## GUMP **RAY-NOX** ROASTER

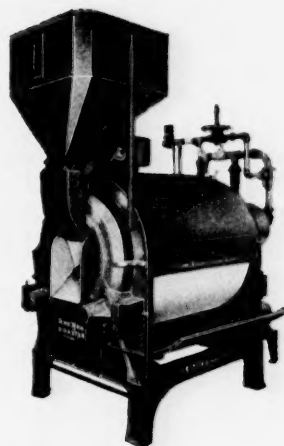
trade-mark

You can improve the cup and keeping qualities of your coffee and cut roasting costs, with this advanced development in coffee roasting—the completely new Gump RAY-NOX Roaster.

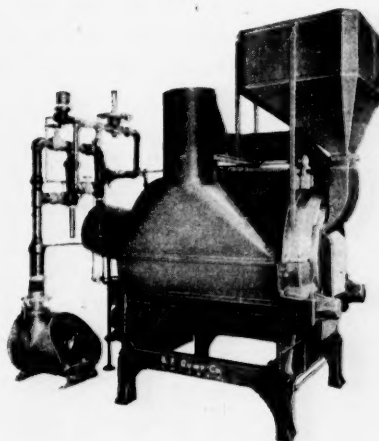
Roasts of many different blends of coffee have been made on the RAY-NOX Roaster. All have shown the same outstanding results in uniformity and full development. In a series of cup tests, coffee roasted on the RAY-NOX Roaster has been overwhelmingly picked by experts as having definite advantages in cup and keeping qualities.

Thoroughly tried, tested and proved in the field, the RAY-NOX Roaster has demonstrated definite production savings. There is a substantial economy in gas consumption. Power consumption is low. Cleaning and maintenance time is reduced to the minimum by the advanced engineering design of the RAY-NOX Roaster, and the use of stainless steel for all sheet metal parts coming into contact with the coffee. In every regard, the RAY-NOX Roaster has been planned to offer the coffee industry the utmost in sanitation, easy maintenance and operating economy.

You'll want to have complete information on this new development for a vital process in your business. Write *today* for details—and for a sample of coffee roasted to new standards of cup and keeping qualities, on a Gump RAY-NOX Roaster.



*Right-hand side view of the RAY-NOX Roaster, with one section of roaster housing lowered. Both lower and upper sections of the housing are quickly and easily removed, for ready access to the stainless steel cylinder.*



*Left-hand side view, showing rugged base castings, outboard bearings, and method of exhaust of gases from the cylinder and air from the scavenging area in the RAY-NOX Roaster, which eliminates re-circulation of the accumulated by-products of roasting and combustion. Also illustrated are the motor driven turbine, air and gas fuel mixing system with visual controls, piping and safety devices—all standard equipment on the RAY-NOX Roaster.*



**B. F. GUMP Co.** 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy. June 1951, Vol. 77 No. 6. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.



# By serving today's housewife, this ad serves you!

The advertisement at the right will appear in beautiful full color in the June 14th issue of LIFE Magazine and in the June issues of *McCall's* and *Good Housekeeping*.

Like the others in this powerful series, this advertisement performs a real service for today's busy meal planner. By giving her appetizing, easy-to-follow recipes calling for many kinds of canned foods, it helps her in her never-ending quest for interesting, nutritious, economical meals for her hungry family.

And—by pointing out to millions of women everywhere the wide and wonderful variety of foods that come in cans, these ads help raise the prestige of all canned foods and beverages.

This is another example of Canco's efforts to help stimulate your sales—to help you sell more in '54.

*Containers to help people live better*

## AMERICAN CAN COMPANY



New York, Chicago, San Francisco; Hamilton, Canada

The ad at the right will remind millions of American homemakers that coffee is a basic part of any meal, and that the best coffee comes in vacuum packed cans.

*Give your cooking a Southern accent...serve*  
**PLANTATION HAM DINNER**  
*It's lots easier than it looks  
—with today's marvelous canned foods!*

**I**N THE days of the Old South, a fancy, full-course meal like this took hours to put together.

Today, you can do it in minutes, because all the major ingredients come in cans—modern Canco cans, made by American Can Company.

Tender ham (no waste or shrinkage!), golden "sweets," garden spinach, citrus juices—for each of these (and hundreds of other products) American Can designs and makes a perfect can.

Take shrimp. Not too many years ago, no one knew how to pack them so they'd keep their luscious pink color and delicate taste. Canco experts solved the problem by inventing a special enamel lining for the cans—so today you get canned shrimp so good it's hard to tell them from fresh (except they're easier to serve, of course).

This is one of many ways that American Can Company helps you enjoy today's finest foods in their most convenient, thrifty form. Try the meal shown here. Give your guests a taste of Southern hospitality—the easy, modern way!

### American Can Company

*Containers to help people live better*

The American Can Company not only makes containers for America's finest foods, it also helps develop canning processes that bring you these foods with full flavor and with even more vitamins than you often get in "fresh-bought" varieties.

Registered



COFFEE & TEA INDUSTRIES and The Flavor Field



### Plantation Ham Dinners

Shrimp Cocktail    Spicy Cherry Sauce  
Plantation Baked Ham with Spicy Cherry  
Glazed Sweet Potatoes    Spinach Supreme  
Fondue Green Salad  
Honey-Pecan Biscuits  
Lemonade Cream Sherbet  
Milk    Coffee

American Can Company, N. Y., N. Y.

One of a series of favorite American meals brought to you by the American Can Company

### SHRIMP COCKTAIL

Drain 1 can (5 or 7 oz.) shrimp, de-vein, if needed. Chill. Top with sauce made from 1 can (8 oz.) tomato sauce, 1 teaspoon horseradish,  $\frac{1}{2}$  teaspoon sugar,  $\frac{1}{4}$  teaspoon salt.

### PLANTATION BAKED HAM

Remove 3- to 4-lb. ham from can. Place fat side up, on rack in shallow baking pan. Combine  $\frac{1}{2}$  cup brown sugar and  $\frac{1}{2}$  cup honey, spoon over ham. Bake in slow oven (325°F.) 15 min. per lb., basting occasionally. Heat. Canned ham range from  $1\frac{1}{2}$  to 15 $\frac{1}{2}$  lbs.

### SPICY CHERRY SAUCE

$1\frac{1}{2}$  tablespoons cornstarch  
 $\frac{1}{4}$  cup sugar  
 $\frac{1}{2}$  teaspoon ginger  
 $\frac{1}{4}$  teaspoon ground cloves  
1 can (1 lb. 4 oz.) red sour pitted cherries

Combine dry ingredients in small saucepan. Gradually stir in juice drained from cherries. Cook until thickened and clear, stirring constantly. Add cherries. Spoon over ham.

### GLAZED SWEET POTATOES

Combine in medium frying pan  $\frac{1}{2}$  cup brown sugar, firmly packed,  $\frac{1}{2}$  cup water, 1 tablespoon butter or margarine,  $\frac{1}{4}$  teaspoon salt. Simmer 5 min. Add 1 can (1 lb. 7 oz.) sweet potatoes. Simmer 10 min., turning potatoes often.

### SPINACH SUPREME

Using sieve, drain liquid from 1 can (1 lb. 4 oz.) chopped spinach into saucepan. Boil quickly to reduce to about  $\frac{1}{4}$  cup. Add  $\frac{1}{4}$  cup cream or evaporated milk,  $\frac{1}{4}$  teaspoon each salt and ground nutmeg, and spinach. Heat, stirring carefully. Serve with croissants browned in garlic butter.

### HONEY-PECAN BISCUITS

Blend  $\frac{1}{4}$  cup honey and  $\frac{1}{2}$  teaspoon cinnamon, divide among 10 greased muffin cups. Put 2 canned pecan halves in each. Open 1 container refrigerated prepared biscuits, place one in each cup. Bake according to label directions.

### LEMONADE CREAM SHERBET

1 envelope unflavored gelatin  
 $\frac{1}{2}$  cup cold water  
1 can (16 oz.) frozen concentrated lemonade  
2 cups milk  
 $\frac{1}{4}$  cup sugar  
 $\frac{1}{2}$  pt. heavy cream, whipped  
Few drops yellow food coloring

Sprinkle gelatin over cold water. Let stand 5 minutes, dissolve over boiling water. Combine lemonade concentrate, milk, sugar and dissolved gelatin. Beat well. Pour into refrigerator tray. Freeze until partially firm. Turn into chilled bowl. Beat well. Add whipped cream and food coloring. Beat well. Add whipped cream until firm, stirring occasionally. For other flavors, use frozen concentrated limeade, orange or pineapple juice.

### GOOD HOT COFFEE

Brew it your favorite way—make it extra-good by using the full-flavored coffee you get in vacuum cans.

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of the American Can Co.

**Important note:** Whenever you do not use a full can of food, cover and keep the remainder in the refrigerator right in the can. It's safe—and it's sensible!

Now! Send for "Quick Trick Cookery"!

48 pages of master recipes, illustrated in color. Mail 15¢ to American Can Company, Test Kitchens, Box 219, New York 46, N. Y., or in Canada, Box 150, Hamilton, Ont.



• Putting Packaging Engineers To Work



*Fine Flavor*



*One of the many S & S automatic filling machines, this model HG-84 Duplex Filler quickly and accurately fills powder and granular products at the rate of one container per second.*

## FILLED TO FULL MEASURE

The packaging of condiments and spices, from dust-like powders to finely ground granules requires automatic precision filling to a fraction of an ounce. To fill these exacting requirements, highly efficient filling machines were designed and developed by FMC's Stokes and Smith Company. Also extensively used by leading producers of cosmetics, drugs, chemicals, confectionary, bakery and food products, S & S filling equipment provides fast accurate quantity and quality controlled packaging, for semi-automatic and fully automatic operation with speeds from 15 to 120 packages per minute.

*Contact us today, for complete details stating your specific filling requirements.*



# STOKES & SMITH CO.

4920-E SUMMERDALE AVE., PHILADELPHIA 24, PA.

Pacific Coast: SIMPLEX PACKAGING MACHINERY, INC., 534 - 23rd AVE., OAKLAND 6, CALIF.



SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

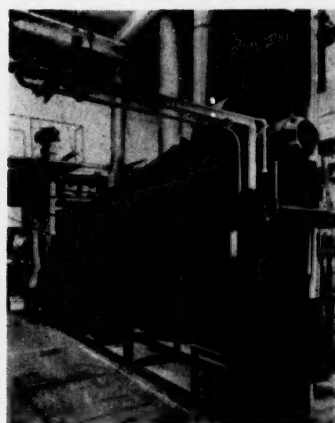
TRADE MARK



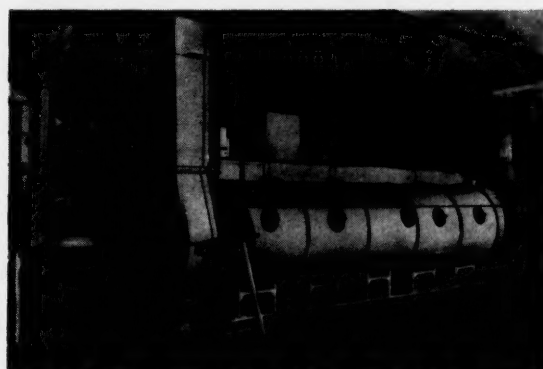
# BURNS GETS AROUND!



**BURNS in Tea Blending**



**BURNS  
In  
Peanut  
Butter  
Mfg.**



**BURNS in the Coffee Industry**

## **BURNS in**

**Cocoa Bean Roasting  
Cereal Roasting**

Our engineers and sales representatives get around—in your interests. In some industries they get around to all the plants for the simple reason that all, or virtually all, use BURNS equipment. It works out this way:—

Many years of experience in designing, engineering, and producing equipment for the Coffee, Tea, Cereal, Nut, Peanut Butter, Chocolate and Confectionery industries has given us the unique opportunity of accumulating the "know-how" of all of them on an intimate and

practical basis.

This complete experience in these specialized fields enables us to draw on a full storehouse of practical ideas and proven methods in solving food processing problems—making possible a professional engineering service and a line of equipment which is the best and most up-to-date available.

Whether it is a special problem or an entire plant—Burns can come up with the answer!

**JABEZ BURNS & SONS, INC.**

11th Avenue at 43rd Street • New York 36, N. Y.

**DESIGNERS AND MANUFACTURERS OF FOOD PROCESSING EQUIPMENT**

*Engineers*

# *Killing the Goose That Lays The Golden Coffee Eggs*

We believe it is vital for the roaster to endeavor to maintain the highest possible quality in his consumer brands. It is also important that the consumer be constantly reminded of the *correct* coffee brewing method.

Poor quality coffee and improper coffee brewing can only result in reduced coffee consumption.

At 40 cups to the pound, coffee remains one of the least expensive and most satisfying of all beverages.

*Good coffee costs so little . . . .*

*. . . . and gives so much.*

**Ruffner, McDowell & Burch, Inc.**

**NEW YORK: 98 Front Street**

**CHICAGO: 408 W. Grand Ave.**

**SAN FRANCISCO: 214 Front Street**

**NEW ORLEANS: 419 Gravier St.**



## Gaylord Boxes Insure Happy Landings for Your Products

What happens to your products when they "hit the road?" Are they treated as carefully as you treat them back home?

Undoubtedly NOT! They're bounced . . . thrown . . . jostled . . . bumped. Not purposely, of course—but it does happen.

For minimum damage, many leading manu-

facturers are careful to specify Gaylord Boxes. This is a natural compliment to high quality, superior materials, and special protective abilities.

Make a wise investment in cost-cutting product protection. Contact your nearby Gaylord Sales Office.

**GAYLORD CONTAINER CORPORATION**

**SALES OFFICES**



**General Offices: SAINT LOUIS, MO.**

**COAST-TO-COAST**

**CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT BAGS AND SACKS • KRAFT PAPER AND SPECIALTIES**  
JUNE, 1954





*Fine Colombian Coffees*

**LEONIDAS LARA & SONS INC.**

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Dlgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368



## P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.  
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador  
El Salvador • Guatemala • Honduras • Mexico • Venezuela



©1954

### more advertisements than ever on the "Coffee-break"

During the coming year, the Pan-American Coffee Bureau will continue its advertising of the "Coffee-break." The new 1954-55 advertising program will also emphasize proper home brewing of coffee.

The campaign will make use of more dramatic illustrations and is designed for maximum impact. In addition, it is planned for greater frequency than ever before.

Full-page advertisements will appear each month in *Life* and *The Saturday Evening Post*. In between these insertions, quarter-page advertisements will appear in these same magazines each month to achieve greater continuity for the campaign. Each issue, *Life* and *The Saturday Evening Post* have a combined circulation of over 10 million — with a total reading audience of several times that figure.

In addition, one-fifth-page advertisements will be published regularly in Sunday newspaper supplements, including *This Week* and *Parade* magazines. Their combined circulation is more than 20 million, with a total audience of at least twice that many people.

#### new coffee column

Complementing this campaign, a new series of advertisements will be run over the name of the Coffee Brewing Institute, Inc.

A column signed by Mary Margaret McBride, the famous radio commentator, will appear every other month in the four leading women's service magazines, *Ladies' Home Journal*, *McCall's*, *Woman's Home Companion* and *Good Housekeeping*, with a combined circulation of over 16-million women.

These columns will be written for housewives and will tell them how to make *good* coffee according to the industry-endorsed standards of the Coffee Brewing Institute, Inc.

#### further power through radio and TV

Continuing through the summer, the Bureau will use radio spots on 500 stations twice each week to promote the "Coffee-break" and also tell how to make *good* coffee. In the Fall, these themes will be picked up by television and carried in one minute announcements and twenty-second spots in 50 leading markets.

In addition, Pan-American Coffee Bureau advertising will continue to urge restaurant operators to take advantage of the "Coffee-break" for *extra* business. Trade publications used will include: *Institutions*, *Restaurant Management*, *American Restaurant*, *Fountain and Fast Foods*, and the restaurant edition of *Chain Store Age*.

#### your stake — and opportunity

All of this advertising, as well as our continuing publicity and promotional releases, is nationwide in scope. The entire industry stands to benefit.

Coffee roasters may profit individually by incorporating these "proper brewing" and "Coffee-break" themes in their own promotion.

Sincerely yours,

*Chas. G. Lindsay*

MANAGER

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# SCHAEFER KLAUSSMANN CO., INC.

- 99 WALL STREET, NEW YORK 5, NEW YORK
- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

*Coffee Importers and Agents*





# **WHY** do Consumers drink more **Brazilian Coffee** than all other kinds put together?

United States consumers have a free choice of buying any coffee grown anywhere on earth. Still, they buy more Brazils than all other kinds put together. Obviously, from the point of view of the American consumer, there is no substitute for these Brazils.

There is no substitute because only Brazil produces the matchless variety and the excellent quality which meet the American demand.

And nowadays without question, housewives are shopping for coffee with extraordinary care. They are more than ever attentive to the flavor, body, aroma and quality of the coffee they buy. It would be risky for any blend or brand made with the traditional Brazils to alter its formula with substitutes.

## **There is another fact to consider**

The coffee bought from Brazil by the United States and the goods bought from the United States by Brazil amount together to trade of over a billion dollars a year — sometimes much more! This great exchange helps maintain inter-American harmony and friendship. Here is commerce in which we of Brazil, as well as all coffee men, may justifiably take pride.

**THE  
BRAZILIAN  
COFFEE INSTITUTE**

120 WALL ST., NEW YORK 5, N. Y.



**BRAZILS ARE PREFERRED**



# Coffee stays fresh 3 times longer in Flav-O-Tainer!

One sniff and a housewife can tell if your coffee has been properly packaged. The rich coffee aroma and flavor are sealed right in! To keep your coffee roaster-fresh give it the *extra* protection of Shellmar-Betner Flav-O-Tainers. These durable bags keep coffee fresh 3 times longer than ordinary coffee bags.

The Pliofilm\* lining of the Flav-O-Tainer bag lets carbon dioxide out, yet keeps flavor-stealing oxygen from getting in. All seams are hermetically-sealed, too, and when the bag is filled it can be heat sealed, film to film.

Yes, your coffee is protected from roaster to table, when you pack it the safe, thrifty way — in Shellmar-Betner Flav-O-Tainer bags. They're adaptable to all types of machine packaging.

PLIOFILM\* liner gives prolonged sales life, prevents moisture-absorption or drying out.

SHELLMAR-BETNER bag fills smoothly in automatic high-speed or semi-automatic operations.

\*TM. THE GOODYEAR T. & R. CO.

CONTINENTAL  CAN COMPANY

SHELLMAR-BETNER

FLEXIBLE PACKAGING DIVISION  
MT. VERNON, OHIO



Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

77th Year

JUNE 1954

Vol. 77, No. 6

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77th Year



T. M. Rag

Pioneer Publication in Coffee, Tea, Spice, Flavor

JUNE, 1954

## INFORMATION ON PREMIUMS

### YOURS for the asking

For information and literature on premium items listed below, check those of interest to you, tear off this column with coupon, and mail in. Coupon has space to list other premium items of interest to you.

Appliances, Electric ☐  
Aprons ☐  
Baby Items ☐  
Balloons ☐  
Bar Accessories ☐  
Blankets, Quilts, Bedspreads ☐  
Brushes ☐  
Can Openers ☐  
Chinaware ☐  
Cigarette Lighters ☐  
Cleaning Aids ☐  
Clocks, Watches ☐  
Closet Accessories ☐  
Coffee Dispensers, Makers, Measures ☐  
Cooking, Baking Accessories ☐  
Cosmetics, Accessories ☐  
Cutlery, Scissors, Shears ☐  
Dinnerware, Plastic ☐  
Dolls ☐  
Games ☐  
Glassware ☐  
Home Hardware ☐  
House Furnishings ☐  
Irons, Ironing Aids ☐  
Jewelry, Accessories ☐  
Kitchen Devices, Accessories ☐  
Knives—Pocket, Hunting ☐  
Laundry Aids ☐  
Leather Goods ☐  
Linens, Towels ☐  
Luggage ☐  
Mens Wear, Accessories ☐  
Pens, Pencils ☐  
Picnic Aids ☐  
Plastic Specialties ☐  
Rugs, Mats ☐  
Scrapers ☐  
Sewing, Knitting Aids ☐  
Silverware ☐  
Sporting Goods, Accessories ☐  
Tables, Chairs, Accessories ☐  
Teapots ☐  
Tools, Kits ☐  
Toys ☐  
Utensils, Cooking ☐  
Womens Apparel, Accessories ☐  
Woodenware ☐

## COFFEE & TEA INDUSTRIES 106 Water St., New York 5, N. Y.

Send me information and literature on premium items checked above.

Also, on .....

Company .....

Address .....

By ..... Title .....

**NOW**  
**MORE THAN EVER**  
**IS THE TIME TO**  
**SAVE**  
**WITH**

**PORTUGUESE**  
**WEST AFRICAN**  
**COFFEE**

...AND THEY WILL  
 ...OF YOUR BLENDS

**JUNTA DE EXPORTAÇÃO DO CAFE**

HEAD OFFICE: **RUA AUGUSTA 27, LISBON, PORTUGAL**  
 BRANCHES: **CABO VERDE • S. TOME • ANGOLA**



# Premiums in 1954

## A COFFEE & TEA INDUSTRIES

### "fact-reference" feature

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- ★ **Directory: Coffee & Tea Industries' 1954 Premium Buying Guide**
- ★ **Report: Fifth Annual National Coffee & Tea Premium Survey**
- ★ **Index: 1954 Checklist, with Addresses of Premium Suppliers**

This year's fast-breaking developments in coffee and tea have jogged old ideas on premium promotion.

For several years, coffee and tea packers have been using more premium merchandising.

This year the trend has picked up sharply. Many more coffee and tea packers are turning to the premium promotion—and they are using it more often.

This development is spotlighted by the fifth annual survey of premium use by coffee and tea companies, conducted as a service by COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Coffee roasters have relied increasingly on premiums this year as a direct weapon in fighting for brand standings in a shifting consumer market.

Amid this general trend, some roasters swung the opposite way. They were so uncertain as a result of the price crisis that they suspended previously scheduled premium promotions.

Tea packers swung to premiums to give greater momentum to their brands in an expanding market.

Tea is a "growth" product today. National sales are climbing at an increasing pace. Within the industry optimism is high, and merchandising is strong, aggressive and confident. In this atmosphere, management likes the directness and power of the premium promotion.

More coffee and tea packers are using premiums today than in any previous year surveyed. More than 58 per cent of the 1954 respondents are counting on the premium promotion in their merchandising plans.

Last year the proportion was slightly over 55 per cent, then a peak figure.

Differences within the industry on premiums was less sharp this year than before. Not only was the proportion of respondents using premiums higher in 1954, but those who didn't like them were less emphatic about their negative attitude. In previous years, non-users were in some instances violently against premiums. No opinions of this nature were expressed this year.

### Premium budgets are bigger

Premium budgets in the coffee and tea industries are bigger, both in amount and in proportion of gross sales.

This year, as in previous years, the questions on budgets drew the least response. More than 36 per cent of the premium users who answered the queries preferred to pass over the budget questions.

The answers from the remaining 64 per cent nevertheless provide a basis for clear indications of trends.

In percentage of gross sales, the average appropriation for premium promotion was 3.3 per cent. The highest was 5 per cent, the lowest 1 per cent.

Outside these averages were the returns of packers who had no budget for premiums—but were nevertheless active in this type of promotion.

In fact, the single most startling survey response was in this field. One of the companies which conducted an enormously energetic premium campaign earlier this year, one which created a considerable stir in the industry, had no money at all allotted for premium promotions!

The reason, of course, was that the premium campaign centered on self-liquidators.

Respondents noted that the percentage of gross sales set aside for premiums was either the same as last year, or—if changed at all—was higher.

Of the respondents providing this information, 37 per cent said their budget proportions, relative to gross sales, were the same this year at last.

Another 31 per cent, the second largest category, declared their budget percentage this year was higher than last.

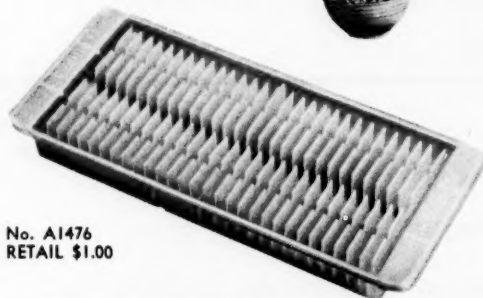
Only 6 per cent noted that they had cut the proportion. The remainder, a considerable segment, reported that they had no budgets for premiums, although they did use this type of promotion, or that the proportion was negligible.

In addition, 19 per cent of the respondents filling in



## HOUSEWARES PREMIUMS

• TWIST THE TRAY . . .  
OUT POPS  
CRUSHED ICE!



No. A1476  
RETAIL \$1.00

### • New Crushed Ice Chipper Tray

Flexible polyethylene tray freezes 60 slim ice wafers. A twist or two and out tumbles *crushed ice* for beverages, serving seafoods and chilled juices, relish trays, cocktails, etc. Write for samples and premium plan prices.

**GITS MOLDING CORPORATION**  
4600 West Huron Street Chicago 44, Ill.

YOU'LL "CLEAN UP" WITH



Over a Million Sold Already!

. . . and you'll sell a million more with  
these great new exclusive features:

### SUPER WONDER-WAND

2 interchangeable heads; one of Durostyrene bristles; one of DuPont miracle sponge.  
**\$4.95**

- 4-foot Aluminum Wand
- Quick Action Control Valve
- Exclusive Detergent Chamber with Wonder-Foam Detergent
- New Water Aerator

**STANDARD  
WONDER-WAND**  
Pure horsehair bristles, 3-foot handle.  
**\$3.98**

### STANDARD WONDER-WAND

Priced for whirlwind promotions, fast turnover.  
**\$2.98**

- Indestructible Plastic Head
- Man-sized, 8-inch Brush
- Tough Durostyrene Bristles
- 40" long, Polished Aluminum Handle with Quick Action Shut-Off Valve

**SPECIAL SPRING PROMOTION!**  
Package of 24 Wonder-Foam Detergent Paks. Reg. 98¢.  
**49¢**

**WESTERN HOME PRODUCTS, INC.**, Allendale, N. J.

the budget questions said that the *amount* budgeted to premiums this year, apart from proportion of gross sales, was higher.

## More coffee, tea premiums

Not only are more coffee and tea packers using premiums, they are counting on this type of promotion more heavily than last year.

This trend is based on what happened in the first quarter of the year, and on plans for the balance of the year. The survey was deliberately timed as late as possible, to permit the impact of the coffee crisis and the expanding tea market to show up in company planning.

Most of the respondents—over 68 per cent—said their premium promotions so far this year, compared to last, were either the same or had increased.

Slightly under 35 per cent noted their premium efforts have increased. Over 33 per cent said the level was the same.

On the other hand, about 29 per cent declared their premium efforts have decreased.

One packer indicated he was using the same volume of premium promotions this year as last—because only a limited quantity of the premium item was available!

A roaster who is cutting down on premiums said the reason was that available premium items were less attractive!

Undoubtedly many a premium supplier would gladly rise to meet these challenges.

The advance in the price of coffee was offered by a number of roasters as the main reason for reducing premium efforts.

The same reason cropped up in tea, which has been experiencing a quiet rise in prices.

On the other hand, another tea packer found his growing sales made premiums "no longer necessary".

## Household premiums are top items

Coffee and tea packers continue to feel that the type of premium which can sell their products best is something for the household.

More than 67 per cent of all the items offered so far this year by the packers were in this category.

A further breakdown shows that items for the kitchen were far and away the most popular premiums. These accounted for a shade under 38 per cent of the offers.

Of the premiums for the kitchen or for dining use, one topped all others—mainly because of its popularity among tea packers. That premium was the set of iced tea glasses.

Iced tea glasses edged out aluminumware, the top coffee and tea premium last year.

House furnishing items—Such as towels, pillow cases, blankets, tablecloths—accounted for 12 per cent of the premiums mentioned.

Appliances, ranging from clothes dryers to bathroom scales, comprised a surprisingly large proportion of the items—slightly under 7 per cent.

Women's wear items, such as nylon stockings, lace scarves and simulated pearl necklaces, represented 5 per cent of the premiums offered.

Pen and pencil premiums accounted for slightly over 3 per cent of the offerings, and luggage items for less than 2 per cent.

Give-aways of the product itself—coffee or tea—represented

(Continued on page 58)

# COFFEE & TEA INDUSTRIES'

## 1954 Premium Buying Guide

*This Coffee and Tea Premium Buying Guide, prepared from information submitted for the purpose by the companies listed, carries forward this publication's 77-year tradition of service to the coffee and tea industries.*

*Use the Buying Guide in conjunction with the Premium Suppliers' Index, which follows it.*

*Check the Buying Guide for premium classifications in which you are interested. You will find, under each classification, names of companies supplying that type of pre-*

*mium. For the address of any of these companies, look at the Suppliers' Index.*

*A listing in bold face type means the company has an advertisement in this issue. In most cases, you can find helpful additional detail about that premium in the advertisement.*

*If you need more information about coffee and tea premiums, sources or problems, drop a line to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.*

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American Thermo Appliance Corp.  
Appliance Corp. of America  
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James F. Bond  
Bradley Tool & Engineering  
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**H. B. Davis Corp.**

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Blenders, Broilers, Deep Friers, Electric Perks, Irons, Mixers, Toasters, and Waffle Irons—By Arvin, Dominion, Dormeyer, General, Magi-Craft, Presto, Proctor, Waring, West Bend.

See our ad Page 34  
Write for catalog and price list.

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# Coffee Technicians . . . Research Men



**STOCK COLORS**  
Red, yellow and clear

**CUSTOM COLORS**  
in Quantity

*Write for Brochure and Free Sample*

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**70 MIDDLE NECK ROAD**

**GREAT NECK, L. I., N. Y.**

**address inquiries to: Room 214, 381 Fourth Ave., N. Y. 16, N. Y.**



**. . . Dieticians . . . and Housewives**

**agree! the most  
useful coffee item the  
industry has ever seen!**

**FOR THE HOUSEWIFE...**

**USEFUL? YES! COFFEE MEASURE SEAL** elevates the coffee can to a well deserved place on kitchen shelves usually reserved for cannisters.

**AND PRACTICAL, TOO!** It helps the housewife handle coffee conveniently and measure coffee accurately so that every cup is at its best.

**FOR YOU...**

**USEFUL!** It places your brand name in a place of importance.

Provides you with permanent brand identification.

**PRACTICAL!** It helps the housewife enjoy the full consistent flavor from your coffee as she prefers it, and builds lasting brand loyalty for you.

**Coffee  
MEASURE  
SEAL**

**WHAT DOES IT DO?**

- It seals the can—allows only a minimum interchange of air.
- It measures coffee conveniently, accurately. Flow is controlled by natural motion of squeezing flexible lid. No banging or shaking necessary.
- Snap fit stays put—prevents accidental spillage if can is dropped.
- It is 100% Polyethelene—odorless, tasteless, and unbreakable. Lasts indefinitely.
- It makes coffee handling a treat instead of a chore.
- Its large surface, when imprinted, affords permanent advertising where you want it most—in front of the housewife when she is making coffee.

**COFFEE MEASURE SEAL** has strong sales appeal. Show this ad to your fellow executives and office employees. We're sure they will want **COFFEE MEASURE SEALS** for themselves. Make your own market survey and test in your office and home—**COFFEE MEASURE SEAL** will prove itself as a practical premium item—as a useful kitchen item. Available to you for this purpose at special sample price.

**GREENE LABORATORIES**

70 MIDDLE NECK ROAD, GREAT NECK, L. I., N. Y.  
address inquiries to: Room 214, 381 Fourth Ave., N. Y. 16, N. Y.

JUNE, 1954





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**Fits any deal you want, any way you want it!**

★ MAIL-IN COUPONS (COMPLETE HANDLING)

★ PACKAGE OR ENCLOSURE PREMIUMS

★ DEALER INCENTIVES

This is quality ware, with proven appeal and real premium pricing—made by the world's largest manufacturer of color-anodized aluminum. Basca has the flexibility to fit any promotion. Basca provides everything, including merchandising plans and aids—with *guaranteed* delivery, *guaranteed* quality. Basca can supply efficient inexpensive capping equipment and foil

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### Adrian Frylink Associates

Growers and Importers of "LIVING PREMIUMS." Rare and Unusual Bulbs, Seeds, Plants and Cutflowers.

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Harville Rose Service

*"King of the Cowboys"*

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Comic Books



**ROY ROGERS' Multi-Million Audiences Are Pre-Sold Daily Thruout the Year!**

Roy Rogers gets top billing in every field—Television, Motion Pictures, Radio, Newspaper Comics, Comic Books, Personal Appearances and advertising in Life Magazine. That's why **ROY ROGERS WRIST WATCHES** are top sellers everywhere. Thrilling gifts for every youngster.

Chrome Plated Case, Stainless Steel Back, Full Color Picture of Roy Rogers and Trigger on dial — Genuine leather Western style strap.

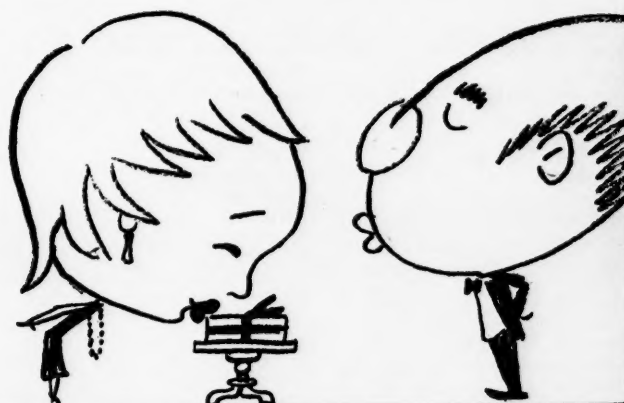
Other Models \$5.95 and \$6.95

**\$4.95** Retail Plus Tax

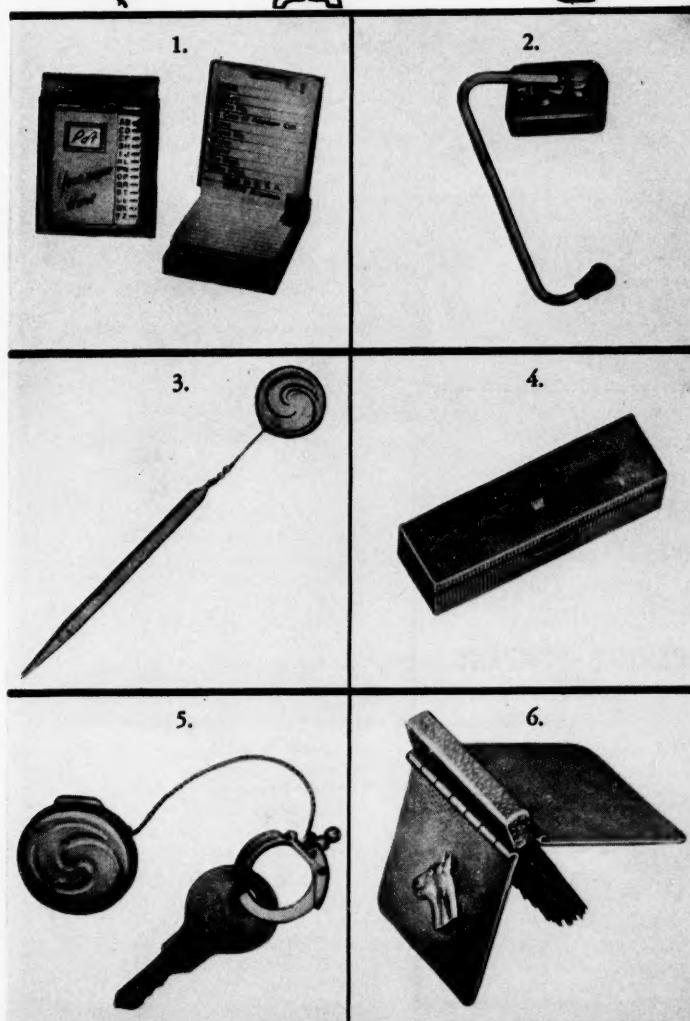
Write for Full Color Catalog.

**Bradley TIME CORPORATION**  
19 West 24th Street, New York 10, N. Y.

*the Plus Brand*



FASHIONED PERSONALS  
are a girls'  
BEST FRIENDS



1. Miniature Index. Tab zips to the letter of one's choice on pages ruled and alphabetically arranged. Sturdy metal jacket, gold plated. A functional index with amazing appeal.
2. Handbag Holder. A convenient way to keep handbags safe yet out of the way on tables, desks or lunch bar. Folds into compact size for storage. Gold plated imprint surface.
3. Reel Pencil. In rich gold plate, a top quality pencil on a zip reel chain that locks into position. Rear side clasp holds reel on lapels or inside purse. A natural for a give-away.
4. Bobbie Pin Box. A real winner with the woman, perfect for keeping all kinds of items ready and handy in purse, pocket or dresser. Gold plated — spring pop-up cover.
5. Key Reel. Chain zips in and out like a flash — perfect for purse, lapel or pocket. Safety catch lock on Key Ring. Offers an ideal imprint or monogram area.
6. Travel Brush. A practical necessity for either the man or milady. Strong bristles whisk away lint. Cover snaps into handy half size to fit pocket or purse. Gold plated.

You'll find these Timely items the most successful Premiums you've ever handled. They're perfect as self liquidators, give-aways, coupon redemption, direct selling deals, sales and advertising specialties. All are easily imprinted or monogrammed. Write for our New Price List.

JUNE, 1954

**TIMELY**  
MANUFACTURING CO., INC.

P. O. Box No. 64, Edgewood 5, R. 1.



## ORCHIDS OF HAWAII, INC.

Exotic Hawaiian orchids cost only 10¢ each! Offer them as premiums and move your merchandise!

National sales office:

54 W. 56th St., N. Y. C. 19, N. Y.  
Growing fields & plant: Hilo, Hawaii

### Orchids of Hawaii, Inc.

Samuel L. Presner

A. M. Stella

Vosters Nurseries & Greenhouses

Westward Ho

### CALENDARS

Adcraft Mfg. Co.

Adprint Corp.

Adspro Associates

Advertisers Publishing Co.

Advertising Souvenir & Calendar Co.

Advertising Specialties Co.

Advertising Specialty Associates

Artmor Plastics Corp.

Art Plastics Mfg. Co.

John Baumgarth Co.

Bayes Mfg. Co., Inc.

The Business Promotion Premium Co.

Byrne & Lentz Inc.

Capitol Calendar & Novelty Co.

Cathedral Envelope Co., Inc.

Daniels Clover Specialty Co., Inc.

Daniels Specialty Co.

Economy Novelty & Printing Co.

R. C. Elliott Advertising

Empire Advertising Co.

Francis & Lusky Co., Inc.

Gerlach-Barklow Co.

C. S. Hammond & Co.

Harrison & Smith Co.

Harvey Advertising Co.

Henning Onyx, Inc.

Imos Specialties

William W. Kendrick Co., Inc.

Kenneth John Co.

Kingston Pencil Corp.

Emil B. Kraus & Son

The Larick Mfg. Co.

The Lewtan Co.

M. Marcus Co.

Master Specialty Co.

Mayer Mfg. Corp.

Willard Miner Co.

Modern Sales Co.

Paramount Calendar & Novelty Co.

Penn State Industries

Permo-Ad

Progress Calendar Co.

Rand McNally & Co.

Raynor's Advertising Service

Ready Reference Publishing Co.

Russell Advertising Co.

Oscar Scheldrup Co.

Scioto Sign Co.

Serolite Corp.

Frank Spikins Co.

Spotswood Specialty Co., Inc.

Standard Advertising & Printing Co., Inc.

Stylecraft Mfg. Co.

Terre Haute Advertising Co.

Thornton Co.

Thoughts that Inspire Publishing Co.

U. S. Universal Craftsmen Co.

Waehner Importing Co., Inc.

G. R. Warren & Associates

Winsted Mastercraft Products

### CAN OPENERS

Acme Metal Goods Mfg. Co.

Bayes Mfg. Co., Inc.

Broadcast Specialties Co.

Cahil Mfg. Co.

Edlund Co., Inc.

Ekco Products Co.

Esgee-Sales Corp.

Harold Everts Co.

Federal Tool Co.

Hazelton Engineering Co.

Kaufmann Distributing Co.

Lafayette Electric Corp.

Luce Mfg. Co.

Magnex Inc.

Martin & Wilson

The Martin Co.

Rival Mfg. Co.

St. Louis Pencil Co.

M. J. Saltzman Co., Inc.

Shamrock Specialties, Inc.

Shawnee Products Co.

T. Harry Skinner Co.

The Slip Seal Co.

H. B. W. Snelling Co.

Stanley Products Co.

Swing-A-Way Mfg. Co.

The Taplin Mfg. Co.

Vaughan Mfg. Co.

### CHINAWARE

Absecon China & Glass Decorators

Advertising Specialties Co.

American Limoges China Corp.

Anchor Products Inc.

Andover China Co., Inc.

Bacharach Inc.

Berkeley Mfg. Co.

Blue Ribbon Promotions

James T. Burns

M. B. Daniels Co., Inc.

Flint Hills Specialty Co.

Foreign Advisory Service Corp.

W. S. George Pottery Co.

Halsey Import Co.

The Harker Pottery Co.

Frank M. Katz Inc.

Leo Kaul Importing Agency Inc.

Kayser Art & Gift Co.

Kende Sales Corp.

Korlis Ltd.

The Edwin M. Knowles China Co.

Laurel Potteries of Calif.

Manhattan Crockery Co., Inc.

Midhurst China Co.

Nancy Sales Co., Inc.

Newland, Schneeloch & Piek, Inc.

Premiumwares, Inc.

The Salem China Co.

Shafford Co.

Sierra—Columbia

H. A. Somers & Associates

Steinmetz & Kelly

Stetson China Co.

Texmar Products

Tolpin Art Studios

Universal Potteries, Inc.

Winsted Mastercraft Products

### CHRISTMAS CARDS

Amsterdam Printing & Litho Co.

Bayes Mfg. Co., Inc.

Bersted's Hobby Craft, Inc.

Donald Art Co., Inc.

Fantus Paper Products

Gerlach-Barklow

Harrison & Smith Co.

Jay Sales Co.

Modern Sales Co.

National Calendar & Advertising

Specialty Co.

National Detroit Publishing, Inc.

Russell Advertising Co.

Simplex Binder

Stein Advertising

## ATTENTION PREMIUM BUYERS

WE CARRY A COMPLETE LINE OF BLANKETS, PILLOW CASES, SHEETS, TURKISH TOWEL ENSEMBLES, NOVELTY BOXED GIFT ITEMS AT SPECIAL PRICES FOR SPECIAL PROMOTIONS.

### LABELLE MERCANTILE COMPANY

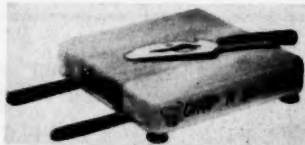
305 W. Adams Street

Chicago 6, Illinois

*New*

AND BETTER PRODUCTS  
ARE A BYWORD AT DELSAM!

THE chances are in your favor that we have just the product to fit in to your sales promotion plan . . . If not—we have the experience, skill and capacity for understanding your specialized needs to design just the "thing" which you've had in mind. Why not write us today. Your problem will receive our careful, cordial and prompt attention. Act today!



• KLEVER KLEEVER—CHOP BLOCK

• WOOD PRODUCTS • CUTLERY

**THE DELSAM COMPANY**

P.O. BOX 1827

WILMINGTON, DELAWARE



## OLD WORLD MASTERPIECES

*that cater to New World taste!*



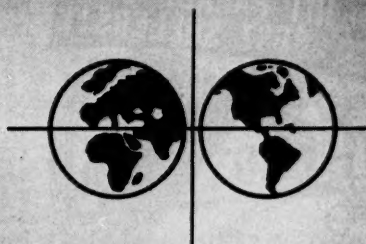
*Write for free 56 page full color catalogue*

SPECIAL PRICES AND SERVICES FOR PREMIUM  
USERS. LOOK THROUGH OUR CATALOGUE  
AND WRITE US YOUR REQUIREMENTS.

The **FOREIGN ADVISORY SERVICE** Corp.

*Princess Anne, Maryland*

JUNE, 1954



### OLD DELFT

The most famous and proudest name in pottery... still following, after 400 years, the pattern of perfection in craftsmanship set by the original potters. All pieces available for immediate shipment... all pieces available in blue, red or polychrome. Open stock.

### MOSA

Fine china and earthenware designed by Edmond Bellefroid and made in Maastricht, Holland. Decorative pieces and complete service sets.

Illustrated: Mosa Empire in highly glazed earthenware. Not illustrated is Mosa Wilma—a graceful modern pattern in fine translucent porcelain. Open Stock.

### JULIANA

Casual, lively dinnerware sets in bright shades of yellow, grey, green, and blues. Juliana fits into the modern picture as well as the traditional. Despite its lightness, Juliana is made to be used in the oven. Open Stock.



**B&L PRESENTS...**  
The **HIT PARADE OF**  
**BEST SELLERS!!**



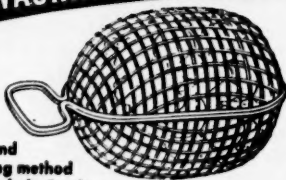
**VILLA**  
The **ORIGINAL**  
**FRENCH FRY POTATO CUTTER**

with fully tapered and sharpened blades.  
Gleaming Non-Rust Finish  
Individual Multi-Color Gift Carton  
MODEL 25 for 25 FRENCH FRY CUTS  
Now with Sheffield Stainless Steel Cutter  
Blades.

**\$2.98 ea.**  
LIST

**Salad**  
**WASHING BASKET**

Most  
efficient and  
time saving method  
to wash Salads, Berries,  
Vegetables, Unhinges for  
easy storage.  
Finish: Dipped in colorful neoprene  
plastic, (Red, Yellow or White)  
Individually Packed  
in Polyethylene Bags. **\$1.79**  
list.



**SLICER - DICER**



Nothing like it on the market to  
slice and dice evenly, carrots,  
beets, garlic, radishes, cucumbers  
and other fruits and vegetables.  
Made of Aluminum and Stainless  
Steel, beautiful finish. **\$2.98** list

All Shipments Made from our N.Y. Warehouse

**BELF & LUSTIG**  
SOLE UNITED STATES REPRESENTATIVE  
23 PARK PLACE, NEW YORK 7, N.Y.

Specialty Priced  
For Premium Use.

Stratford Pen Corp.  
Talking Devices Co.  
**Texmar Products**  
Thoughts That Inspire Publishing Co.  
G. R. Warren & Associates

**CIGARETTE LIGHTERS**

A & R Music Box Co.  
Advertising Sales Aids  
Accurate Leather & Novelty Co.  
American Safety Razor Corp.  
Beaurline Industries, Inc.  
Behrend & Rothschild  
Berkeley Industries  
Bowers Lighter Co.  
**Bradley Time Corp.**  
Bristol Mfg. Co.  
Capitol Calendar & Novelty Co.  
The Drum Co.  
Eagle Electric Mfg. Co., Inc.  
Empire Mfg. Co.  
Evans Case Co.  
Ever-Lite Co.  
The Ewing Co.  
Exclusive Distributors Co.  
Alfred Farber Enterprises, Inc.  
G. & S. Mfg. Co.  
Jack Garvin Co.  
The Gold Co.  
Guth Stern & Co., Inc.  
Manny Guterman & Associates  
Harbud Associates  
Harvey Advertising Co.  
Henning Onyx Inc.  
The Imco Mfg. Corp.  
Imperial Advertising Corp.  
International Premium Co., Inc.  
Knapp-Monarch Co.  
Wm. A. Kolbert Sales Co.  
Benj. J. Koral  
Emil B. Kraus & Sons  
Lektrolite Corp.  
McDonald Products Corp.  
The Marhill Co., Inc.  
Mills Sales Co.  
**Regens Lighter Corp.**  
Richfield Corp.  
Ritepoint Co.  
Alfred Robbins Organization, Inc.  
Roman Art Metal Works, Inc.  
Arthur Salm, Inc.  
Sherwood Lighter Co.  
Standard Novelty Advertising Co.  
Stratford Pen Corp.  
Supermarket Promotion Co.  
The George S. Thompson Corp.  
Tucker Lowenthal Co.  
Wil-Nor Products  
Zenith Products Co.

**CLEANING AIDS**

American Copper Sponge Co.  
Anita Textiles  
Anro Products Co., Inc.  
Artmore Co.  
Asher Broom Co.  
Aztec Products Co.  
Blake Industries  
Blossom Mfg. Co., Inc.  
Bostwick Laboratories, Inc.  
Burgess Cellulose Co.  
Cadie Chemical Products, Inc.  
Cannon Mills Co., Inc.  
Dover Products Co.  
**Dow Corning Corp.**  
The Du-All Mfg. Co.  
Easy Day Mfg. Co.  
Farbach Chemical Co.  
Forrest Yarn Co.  
General Liquids Corp.  
Golden Star Polish Mfg. Co.  
Goshen Churn & Ladder, Inc.

Kendall Mills, Div. Kendall Co.  
Leo S. Koch  
C. Kreusinger Co.  
The Frank Lawrence Corp.  
Geo. S. Leiner & Co.  
The Lux Co., Inc.  
Magic Mop Co., Inc.  
Malden Mop & Brush Co.  
Mastercraft Products  
Modern Carpet Sweeper Co., Inc.  
New England Mop Co.  
Old Empire, Inc.  
Osrow Products Co., Inc.  
Parker Mfg. Co.  
Peerless Textile Co.  
Phylco Sales Co.  
Postamatic Co.  
Rittenbaum Bros.  
Rub 'n Rinse Products  
Safeway Specialty Corp.  
Seebert & Co., Inc.  
**Sieling Urn Bag Co.**  
J. H. Smith Co., Inc.  
Stanton Products, Inc.  
Stomar Mfg. Co.  
W. A. Umlauf Associates  
The Visking Corp.  
Zephyr Mfg. Co.  
Wm. H. Zimbalist, Inc.

**CLOCKS, WATCHES**

Accro Watch Co., Inc.  
Louis Aisenstein & Bros., Inc.  
Alliance Sales Co.  
Banner Watch Co.  
**W. Bell & Co.**  
Benrus Watch Co.  
E. G. Bentley Co.  
Berkeley Mfg. Co.  
**Bradley Time Corp.**  
Bridge Tables & Novelties Inc.  
Byrne & Lentz, Inc.  
**H. B. Davis Corp.**

**H. B. DAVIS CORP.**

Watches by Benrus, Bulova, Davis, Gruen, and  
Ingersoll. Clocks by Florn Phinney-Walker,  
Sessions, Telechron, and United.

See our ad Page 34

Write for catalog and price list.

145-CI West 15th St., New York, N. Y.

Dualite Displays, Inc.  
DuBBie-James Co.  
Eastern Sales Enterprises  
R. C. Elliott Advertising  
Empire Mfg. Co.  
Exclusive Distributors Co.  
Alfred Farber Enterprises Inc.  
Florn Co.  
Garden City Specialties, Inc.  
The Wm. L. Gilbert Clock Corp.  
Harry Pete Glovinsky & Associates  
H & H Distributing Co.  
Haddon Products Inc.  
Hallmark Watch-Ring-Pearl Corps.  
Hampden Watch Co.  
Harman Watch Co.  
L. Harris Co., Inc.  
Murray Harris  
Hathway Watch Co.  
Leonard Heim  
Helbros Watch Co.  
Henning Onyx Inc.  
Kende Sales Corp.  
Kingstone Watch Co.  
Lanshire Clock & Instrument Corp.  
Lee Watch Corp.  
The Lux Clock Mfg. Co.  
McDonald Products Corp.  
M. Marcus & Co.

# FOUR **NEW** SUMMER SALES BOOSTERS!



**SIMPLIFY INVENTORY!**

... EACH CONTAINER PACKED  
WITH THREE KNOBS, RED, YELLOW and BLACK

## **NEW KITCHEN CONTAINER**

**MADE OF ALUMINUM**

Use as grease container for storing deep fry fats.  
Strainer has over 800 holes for fine filtering.

With strainer removed, it makes an excellent  
canister for coffee, beans, rice, sugar, grits,  
etc.

Packaged in attractive gift-display box



## **CLOTHES CARRIER-PIN BAG**

**MAKES LAUNDERING EASIER . . .**

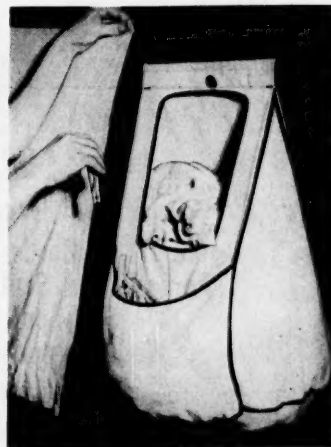
**. . . HAS TWO USES!**

### **1. USE IT AS A HAMPER**

. . . for storing clothes. Occupies minimum space on wall  
or door.

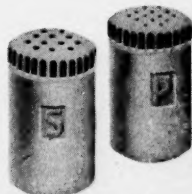
### **2. SPEEDS HANGING CLOTHES**

Pins and clothes within easy reach . . . no stooping! Heavy  
drill cloth bag, red binding, rust proof handle.



### **ZIP-O Clothespin BAG**

Made of heavy drill cloth  
for serviceable, long wear.  
Rust proof wire slides  
smoothly over line. Capa-  
city 200 pins; 15" deep, 8"  
x 8" bottom.



**ALUMINUM**

### **SALT and PEPPER SET** Individually Boxed

Bakelite tops in red, yellow, or black. Ideal  
for table or stove use.

## **Melvin G. Miller Company, Inc.**

4010 NAVIGATION BLVD. P. O. BOX 9124, HOUSTON 3, TEXAS



Mastercrafters Clock & Radio Co.  
Metal Novelty Mfg. Co.  
Mills Sales Co.  
Arthur M. Newhouse  
Old Colony Middlebury Sales Co.  
Ollendorf Watch Co., Inc.  
Pennwood Numechron Co.  
Post Watch Co., Inc.,  
Robot Time, Inc.  
Rodania Watch Co., Inc.  
Rohde-Spencer Co.  
Arthur Salm, Inc.  
Saro-Watch  
Louis Schwarz  
Schwob Watch Co.  
Ernest Simon  
Sonic-Datom Corp.  
Sponholz Importers  
A. M. Stella  
Sterling Jewelers  
**Temple Co., Inc.**  
Tucker-Lowenthal Co.  
Vulcain Watch Co., Inc.  
Winthrop Watch Corp.

#### **CLOSET ACCESSORIES**

Alka Novelty Co.  
Berkeley Industries  
The Bolta Co.  
Canvas Specialty Co.  
M. B. Daniels & Co., Inc.  
Duralast Corp.  
Fabrico Mfg. Corp.  
Frohock-Stewart Co.  
G. & S. Metal Products Co.  
Goode Products Co.  
Health Guard Bag Co.  
Hunt Products Inc.  
Hydro Tex Corp.  
Jay Hawk Mfg. Co., Inc.  
Harry S. LaFond Corp.  
Ben S. Loeb

Mechanical Mirror Works, Inc.  
J. Radley Metzger Co., Inc.  
A Harold Mills  
Modern Carpet Sweeper Co., Inc.  
Modernedge Mfg. Co.  
Henry Nagler Co.  
Nevco Wood Products Co., Inc.  
Omo Mfg. Co.  
Plastic Film Products Corp.  
Prepac, Inc.  
Regal Plastic Co.  
Reliable Metal Novelty Co., Inc.  
Sanjo Utility Mfg. Co., Inc.  
See-lect Products Co.  
Shank Leather Goods Co.  
Geo. W. Sharpe  
J. Spiegel Hanger Co.  
Texicote, Inc.  
Tii Dee Products Inc.  
Unique Items Co.  
Oliver K. Whiting of London  
Willis-Jones Mfg. Co.  
Wilmart Products Corp.  
Wil-Stan Products Co.  
Worcester Felt Pad Corp.

#### **COFFEE DISPENSERS**

**Aloa Corp.**  
Bowman Specialty Co.  
**Greene Laboratories**  
**Handcraft Novelty Co.**  
R. P. Hussey Associates, Inc.  
Lehman Bros. Silverware Corp.  
The Martin Co.  
Newland, Schneeloch & Piek, Inc.  
Northwestern Bottle Co.  
Poloron Products, Inc.  
Saben Glass Co.

#### **COASTERS**

Advertisers Publishing Co.  
**Aloa Corp.**  
Aluminum Specialty Co.

Anchor Products Inc.  
Andover China Co., Inc.  
Apex Products Corp.  
Artmor Plastics Corp.  
Bartlett-Collins Co.  
BBB Plastic Products  
Frank R. Bowler Co.  
Bridgeport Moulded Products, Inc.  
**Color Craft Co.**  
M. B. Daniels & Co., Inc.  
Dawn Co.  
Designs, Inc.  
Edward J. Duffy  
Esquire Chemical Co.  
Federal Tool Corp.  
Flambeau Plastics Corp.  
Gotham Industries Inc.  
K. R. Haley Glassware Co., Inc.  
Halsey Import Co.  
Hunt Products Inc.  
R. P. Hussey Associates Inc.  
Hyalyn Porcelain Inc.  
Jet's Brand Products  
Krischer Metal Products Co.  
Harry S. LaFond Corp.  
Light Metals Corp.  
Lith-O-Ware Products, Inc.  
Nancy Sales Co., Inc.  
E. T. Nash Merchandise Co.  
Newland Schneeloch & Piek, Inc.  
Old Colony Middlebury Sales Co.  
The Osborne Coinage Co.  
Plastic Metal Mfg. Co.  
Saben Glass Co.  
S. K. Smith Co.  
Frank Spikins Co.  
Thornton Co.  
Tolpin Art Studios  
Tupper Corp.  
Utility Brands, Inc.  
Van Norman Molding Co.  
Vinyl Linens  
The Washington Co.  
Oliver K. Whiting of London  
The Wooster Rubber Co.  
World Hand Forged Products

#### **COFFEE MAKERS**

**The Aluminum Cooking Utensil Co., Inc.**  
Aluminum Specialty Co.  
American Electrical Appliances Corp.  
Bellaire Enamel Co.  
Blue Ribbon Promotions  
Camfield Mfg. Co.  
**Color Craft Co.**  
Dominion Electric Corp.  
Dormeyer Corp.  
Ellis Products Co.  
Excel Mfg. Corp.  
Federal Enameling & Stamping Co.  
Bud Florsheim Associates  
A. Galewski & Sons, Inc.  
Charles P. Holland Co.  
Kaufman Distributing Co.  
Wm. Kendrick Co., Inc.  
Keystone Silver Inc.  
Knapp-Monarch Co.  
LaBelle Silver Co.  
Lehman Bros. Silverware Corp.  
Mack Molding Co.  
Moore Enameling & Mfg. Co.  
National Presto Industries  
Louis A. Rebholz & Associates  
**The Silex Company**  
Stainless Ware Co. of America  
Steinmetz & Kelly  
Supermarket Promotion Co.  
W. I. Tyner Pottery Co.  
**Alex Van Veen Co.**

## **FOR PREMIUMS THAT MAKE AN IMPRESSION**

*Give Personalized Items — We can furnish*

**Christmas Cards — Playing Cards  
Personalized Stationery, In Boxes  
Self-Seal Envelopes  
Wedding and Party Napkins  
at Attractive Prices**

**COLUMBIA CARD & STATIONERY CO.**

319 Dell Avenue

Pittsburgh 16, Pa.

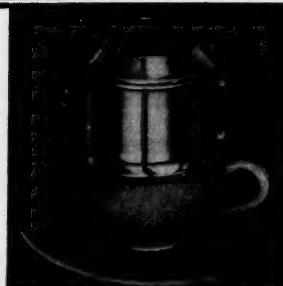
## **DO YOU KNOW**

of a better coffee premium than the nationally advertised AVEECO one cup coffee maker? Makes a delightful cup of coffee—in a jiffy—EVERY TIME.

Self liquidating at one third  
of retail value.

**ALEXANDER VAN VEEN COMPANY**

161-14 Grand Central Parkway, Jamaica 32, N. Y.



*Excitingly* **NEW!**

*Excitingly* **NEW!**

*Excitingly* **NEW!**

## PERFECT PREMIUM

for salesmen - dealers - distributors



THE *Lido*  
No. 79-89 SET

Shake the sluggishness out of your salesmen, dealers and distributors. Spark sales with an "Incentive" like the 'Lido' bridge set. Hampden offers a complete line of low-priced folding furniture . . . all premium perfect!

**WRITE!**

For Hampden's color catalog of low priced, quality folding furniture . . . and special 'premium' price list.

*Hampden*

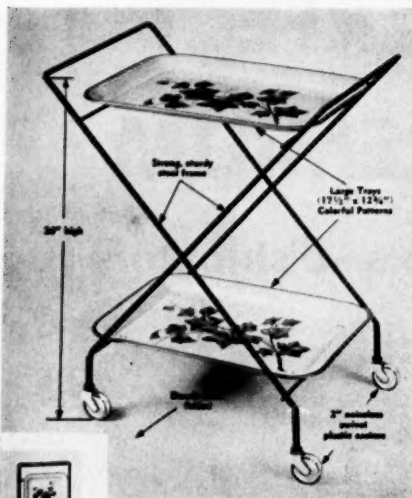
SPECIALTY PRODUCTS, INC.  
EASTHAMPTON • MASSACHUSETTS

### PERMANENT DISPLAY ROOMS

New York • Chicago • San Francisco • Los Angeles  
and . . . at the Furniture Marts



**Flash! BRAND NEW** At such low price



Want real action?  
**BE FIRST** with this cart to —

Folds compactly

**SPARK EXTRA SALES of your products**

\*In quantities of 12 doz. or more—otherwise \$2.78 ea. Terms: Net.

ALBERT BROOKS PRODUCTS DEPT. CT-1 MERCHANDISE MART, CHICAGO 54, ILL.

Tel: MOhawk 4-3434

## 1954's HOTTEST PREMIUM

NOW FOR THE FIRST  
TIME A REGULAR \$8.95  
Value All-Purpose Fold-Away

## SERVING CART

only **\$2.58\*** ea.

**IDEAL FOR TV SERVINGS**

- ✓ Plenty of Flash and Appeal
- ✓ As Beautiful as Practical
- ✓ Tie-in w/any Promotion

### COFFEE MEASURES

Advertisers Specialty Associates  
All Plastics Corp.  
Blisscraft of Hollywood  
**W. E. Campbell Co.**  
I. Geller Co.  
**Greene Laboratories**  
Harvey Advertising Co.  
Kemp Products Ltd.  
Kilgore, Inc.  
Emil B. Kraus & Sons  
The Larick Mfg. Co.  
The Lewtan Co.  
J. F. Parker & Son  
Rocket Specialty Co.  
M. J. Saltzman Co., Inc.

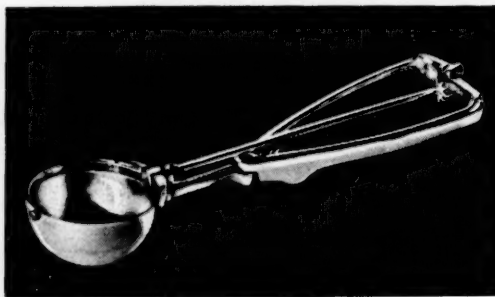
### COOKING ACCESSORIES

AAA Advertising Products Corp.  
Advertisers Mfg. Co.  
**The Aluminum Cooking Utensil Co., Inc.**  
Aluminum Specialty Co.  
American Electrical Appliances Corp.  
The Art Neth Co.  
**Belf & Lustig**  
Benjamin & Medwin Inc.  
Bradley Tool & Engineering  
John Clark Brown, Inc.  
James T. Burns  
The Burns Mfg. Co., Inc.  
Carlisle Mfg. Co., Inc.  
Dover Products  
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**Parker-Gaines-Div. Tex Machine Co.**  
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### DELUXE ICE CREAM AND KITCHEN SCOOP

Perfect for scooping  
ice cream, mashed  
potatoes, salads,  
cream cheese, des-  
serts. Precision-made  
of solid brass, chrom-  
ium-plated, mirror-  
like finish. Individu-  
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**THE SHOPPING REMINDER  
FOR POCKET AND PURSE.**

—puts **YOUR** advertising mes-  
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Snap red pinheads over list of 40  
household items — and shopping  
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It will pay you to secure ours for comparison.

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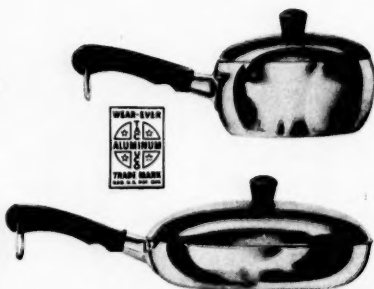
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*The finest, most popular cooking utensil premium on the market today*

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*Complete range of sizes,  
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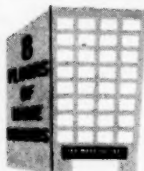
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JUNE, 1954

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*The Magazine of Incentive Merchandising*

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*Giving imprinted pens will  
put your name in  
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**GUARANTEED**  
Retractable  
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**NOW!**  
As Low As  
**25¢ each**

In Lots of	Each
100.....	32¢
250.....	30¢
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1,000.....	25¢

Refill 12 1/2¢ Each . . .  
Minimum Lots 100

Barrels in black, red,  
blue, yellow or white  
—with new, long  
standard 4 1/4 inch  
cartridge.

3-line  
imprint  
included in price

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DIgby 4-8260 **Keep This Ad—Send Your Order Today!**

**SALES CHARTS  
PROVE IT'S  
BIG  
FOR**

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Designer-Styled 16-Rib Windproof  
**CASED UMBRELLAS**  
**\$23<sup>75</sup>**  
**PER  
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The latest and finest in umbrella  
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cover made of 100% rayon acetate  
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Umbrellas can be individually  
Packed for mailing.  
Choice of Plastic Covering  
Alligator in red, blue, brown,  
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Packed 24 to a Case  
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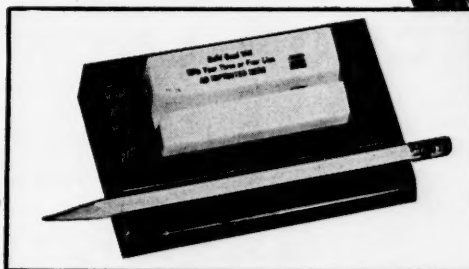
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- Draw thru slot and ZIPP! A hairline edge is cut on one side of envelope, without damage to contents!
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Write for complete catalog!



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Heavy 5-6 ounce weight, 15" adjustable shoulder strap inside zipper, spring turn lock, saddle stitching, safety gusset, new Embossed, Guatemalan design.

**\$22.50** per dozen



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#1105 (right) 9"x6 1/2"—Inside Zipper  
**\$60.00** per doz.

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#1157 (right) 6 1/2"x5 1/2"—No Zipper  
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Cuban ALLIGATOR HEAD AND CLAWS with wide roomy opening, snap closing. Full length adjustable shoulder straps, handlaced edges.

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Terms: 3/10 E.O.M.

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that's what you'll have with  
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**GENUINE HAND PICKED FOUR-LEAF CLOVER** A self-liquidator that everyone will go for! You, your customers, all of us have searched for lucky four-leaf clovers. Here is a genuine four-leaf clover in a beautiful jewelled setting, 5 different styles.

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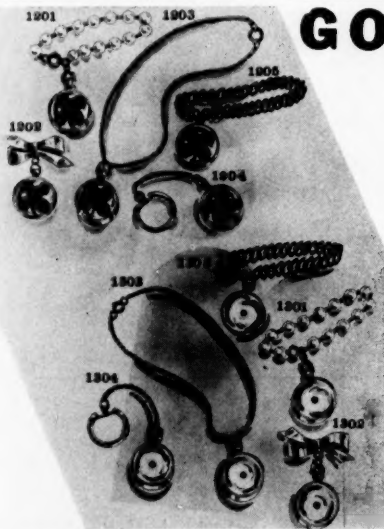
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Always sold at Retail for \$1.00 and up.

Your price—\$37.50 per hundred, any style.

Special discount on 50,000 or more.

Over 100 different styles of scatter pins. Individually boxed pairs. \$45 gross. Ideal as give-a-ways.



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**STYLE!** The latest type . . . scatter pins, earrings, brooches.

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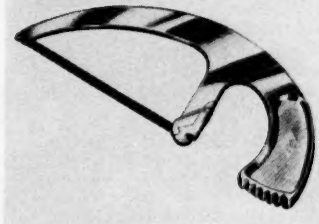
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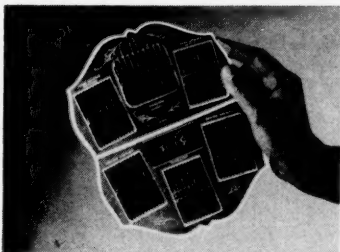
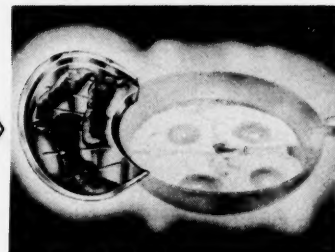
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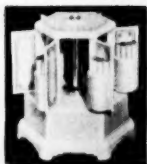
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Popularly priced... individually boxed... gleaming, quality stainless kitchen tools with Formica handles for discriminating homemakers... designed for volume sales... ALLways.

Write for Catalogue

**FAMOUS  
PARKER • GAINES**

STAINLESS STEEL SPECIALTIES

3806 31st Street  
Long Island City 1, N.Y.

International Leather Goods Co.  
Lloyd G. Kelley Music Box Co., Inc.  
Emil B. Kraus & Sons  
Louis A. Landa  
Landa Leather Products Co.  
The Lifton Mfg. Corp.  
McKinnis & Associates  
Millerand, Inc.  
Lee J. Morris  
M. E. Moss & Co.  
Multiple Products Corp.  
New City Leather Goods Co.  
Paramount Calendar & Novelty Co.  
Penn-L  
Penn-State Industries  
Phillips-Buttrick, Inc.  
Pilgrim Leather Goods Co., Inc.  
Poster Bros., Inc.  
Prime Luggage Mfg. Co., Inc.  
Protection Products Co.  
Raynor's Advertising Service  
Robin Handbag Corp.  
Rhode-Spencer Corp.  
Rosemary Corp.  
Rudson-Wood Inc.  
St. Thomas Inc.  
Sarne Co., Inc.  
Sealproof Premium Products Div. A.  
G. Mayer, Inc.  
Shank Leather Goods Co.  
H. A. Somers & Associates  
Spelrein Importing Co.  
Standard Diary Co.  
Sterling Jewelers  
**Temple Co., Inc.**  
Terry Leather Goods, Inc.  
H. Thomsen Creative Bookbinders  
Travel Goods, Inc.  
U. S. Luggage & Leather Products Co.  
U. S. Trunk Co., Inc.  
Universal Craftsmen Co.  
Universal Luggage Co., Inc.  
Universal Trunk Co.  
E. S. Vihon Co., Inc.  
Warren Leather Goods Co.  
Oliver K. Whiting of London  
Wilson Mfg. Co., Inc.  
Worthington 5th Ave.  
Wright Leather Specialty Co.  
Zell Products Co.

## LINENS

Allied Embroidery Corp.  
The American Fabrics Co.  
Brandwein & Co.  
H. W. Brown Co.  
Brown & Kruger  
Burratt Mills  
Diamond Hand Prints, Inc.  
Famous Shower Curtain Mfg. Corp.  
Forrest Yarn Co.  
Gorra Brothers  
Granite Textile Mills Inc.  
A. J. Hermann  
Hermann & Jacobs Corp.  
Kay Dee Sales Co.  
**La Belle Mercantile Co.**  
Lady Linda Covers Inc.  
Marline Linens  
Mill Distributors, Inc.  
Monument Mills, Inc.  
**Muscogee Mfg. Co.**  
North American Lace Co., Inc.  
Piedmont Southern Co.  
Queen Lace Co.  
Regent Art Linens Co.  
A. R. Rosenthal & Co., Inc.  
Rudy Bros.  
Shawnee Products Co.  
Startex Mills

Bernhard Ulmann Co., Inc.  
Victoria Products, Inc.  
Wamsutta Mills  
Wellington Sears Co., Inc.  
J. F. Zucker Co.

## LUGGAGE

American Handbag Co.  
Air King Luggage Co.  
Mark Allan Luggage Co.  
Allied Brief Case Co.  
Alumin-Aire Luggage, Inc.  
Amelia Earhart Luggage  
**W. Bell & Co.**  
Boretz Mfg. Co.  
Bristol Mfg. Co.  
Samuel Burnstine  
Buy American Novelty Co., Inc.  
Calvert Luggage Co., Inc.  
Diamond Case Co., Inc.  
Durable Fibre Sample Case Co.  
Ever Wear Trunk Works  
Feld & Co.  
A. Galewski & Sons, Inc.  
General Trunk Co.  
Glamour House Products  
Globe Trotter Luggage Mfg. Co.  
Hickok Mfg. Co.  
David Horn Luggage Co.  
Jansen & Co.  
Johnide Associates  
Leo S. Koch  
Leed's Travelwear Corp.  
L-U-C-E Mfg. Co.  
Monarch Luggage Co., Inc.  
Monroe Products, Inc.  
Neevel Mfg. Co.  
New City Leather Goods Co.  
Olympic Luggage Corp.  
Peerless Traveling Goods Co.  
Poster Bros., Inc.  
Prepac, Inc.  
Prime Luggage Mfg. Co., Inc.  
Protection Products Co.  
Sarne Co., Inc.  
H. A. Somers & Associates  
Supermarket Promotion Co.  
**Temple Co., Inc.**  
Travel Goods, Inc.  
U. S. Luggage & Leather Products  
U. S. Trunk Co., Inc.  
Universal Craftsmen Co.  
Universal Luggage Co., Inc.  
Universal Trunk Co.  
Warren Leather Goods Co.

## MANICURE ITEMS

AAA Advertising Products Corp.  
Accurate Leather & Novelty Co.  
Advance Novelty Co.  
C. J. Bates & Son  
Bayes Mfg. Co., Inc.  
Beach Leather Co.  
Behrend & Rothschild  
Samuel Burnstine  
Byrne & Lentz Inc.  
M. B. Daniels Co., Inc.  
Debut Mfg. Corp.  
Elgin Co.  
Emery Advertising Co.  
Empire Advertising Co.  
Enger-Kress Co.  
The Flexible File Co.  
Henkel-Klauss Co.  
The Lander Co., Inc.  
Robert Levitt  
Monarch Cutlery Mfg. Co., Inc.  
Lee J. Morris  
The Leonard Orman Co., Inc.  
Paulman Co.

COFFEE & TEA INDUSTRIES and The Flavor Field

Penn-L  
Phillips-Buttrick, Inc.  
Russell Mfg. Co.  
Sealproof Premium Products, Div. A.  
G. Mayer, Inc.  
Simplex Binder Co.  
Spelrein Importing Co.  
Standard Novelty Advertising Co.  
Sterling Jewelers  
David Traum Co., Inc.  
Tucker Lowenthal Co.  
United Cutlery & Hardware Products Co.  
Waterbury Companies Inc.  
J. Wiss & Sons Co.  
Worthington 5th Ave.

#### MEN'S WEAR, ACCESSORIES

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Almar Mfg. Co., Inc.  
American Neckwear Mfg. Co.  
Blossom Mfg. Co., Inc.  
Davis-Catterall  
Debut Mfg. Corp.  
Delmar Tie Co.  
David D. Doniger Co.  
Dunn Brothers  
Elasticity Co.  
Ever-Lite Co.  
Grenlo Products  
Murray Harris  
Walter E. Hayward Co., Inc.  
Helbros Watch Co.  
Hickok Mfg. Co.  
Homeland Tailors, Inc.  
Hudson Handkerchief Mfg. Corp.  
The Insignia Mart  
Johnides Associates  
Klepa Arts  
Kovax Products  
Magnus Harmonica Corp.  
The Manhattan Shirt Co.  
Mantz Sales Builders  
The Osborne Coinage Co.  
Parvin Mfg. Co.  
Philip's Neckwear  
Queen City Buckle Mfg. Co.  
Rawl Engineering & Mfg. Co., Inc.  
J. M. Rubin & Sons  
Sparky Specialties, Inc.  
Westland Plastics, Inc.  
Wings Shirt Co., Inc.  
Zell Products Co.

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Durable Fibre Sample Case Co.  
Emence Industries  
Este Co., Inc.  
Greyslaw of Georgia Inc.  
Jefferson Mfg. Co.  
Lloyd G. Kelly Music Box Co., Inc.  
Kende Sales Corp.  
Benj. J. Koral  
Mitten Toy Mfg. Co., Inc.  
National Sales Co.  
Spec-Toy-Culars, Inc.  
Sponholz Importers  
Targ & Dinner Inc.  
Trophy Products Co.  
David Wexler

#### PENS, PENCILS

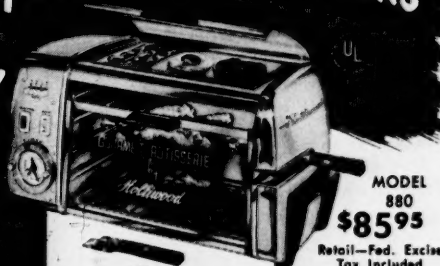
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JUNE, 1954

## SALES COME EASY and OFTEN When Sparked by These 2 PACE SETTERS

by  
**Hollywood**

Nationally advertised, consumer accepted Hollywood Electric Housewares bring you the top items in the top line of traffic appliances... a first rate way to needle your premium promotions into high gear.



MODEL 880  
**\$85.95**  
Retail—Fed. Excise Tax Included

### GOURMET ROTISSERIE

by **Hollywood**

BARBECUES • BROILS • ROASTS  
TOASTS • GRILLS • FRIES • WARMS

The Hollywood features a faster, genuine "infra-red" heating element that seals-in juices... imparts a charcoal-like flavor... and foods retain every ounce of health value! It's portable—use in indoors or out, wherever there's an electrical outlet!

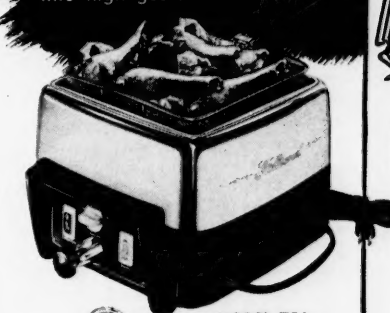
#### Hollywood FIRSTS:

PRE-SET CLOCK TIMER that is completely automatic... works just like famous clock radios. Just set it and forget it!  
FRONT PANEL DASHBOARD CONTROLS... easy to see and use  
JEWELLED PILOT LITE tells when unit is on

#### Hollywood FEATURES:

- complete with extra Bar-B-Q Rack
- removable "look-thru" glass door
- heavy duty motor drives stainless steel removable spit
- motor switch
- 1 year element guarantee
- 12 heating ranges—4 platter positions
- chromed inside and out

when you own a Hollywood you own the best!



MODEL 754  
**\$34.95**

Retail—Fed. Excise Tax Included

### Hollywood KING SIZE COOKER-FRYER

Look at all these features!

- on-and-off switch
- 5 yr. element guarantee
- automatic—with the thermostatic control
- jeweled pilot lite—large, easy-to-see
- easy-drain spigot
- cook chart on cover
- cast aluminum cooking well
- 7 pint capacity

FIND OUT  
from  
Hollywood

Get the fast selling, volume building story and you too will want these star attractions to perk-up your premium promotion.

For full information on the hottest sales makers in the business, WRITE NOW TO  
**FINDERS MANUFACTURING CO.**

## HOT COFFEE IS WARM HOSPITALITY!



Our beautiful ceramic Candle Glo Coffee Warmer Set will complement the most elaborate table setting. Four sq. in. set includes warmer, decanter, six-eight hour candles, four or eight cup size, assorted colors. Individually packaged.

This international set of embossed foreign language jug and wrought iron base is the most talked about coffee warmer on the market. Modern styling sturdy construction, appealing color choices. Available in eight cup size. Individually packaged.



Adds appeal  
to every meal

Designed and Produced  
by **Aloa**  
Master Craftsmen

—Write Us—  
EAU CLAIRE, WIS.

## KORD-EEZ

### IRON CORD HOLDER

#### OFFERS NEW PROFIT OPPORTUNITIES

Wherever displayed, KORD-EEZ has proved to be a steady, profitable seller. Whenever advertised — a complete sellout and traffic builder.

Because it saves work and aggravation, KORD-EEZ is rapidly becoming a necessity rather than just a convenience. Exclusive features, care in manufacture and packaging, safety measures approved by Underwriter's Laboratories are all assurances of pleased customers.

- Cord held securely between rubber plunger in Tenite gripper
- Swings down against ironing board when not in use
- Keeps cord in ideal position at all times
- Durable; made of colorful Tenite and brightly plated steel

**MECHANO SPECIALTIES CO.**  
356 W. HURON ST., CHICAGO 10, ILL.

### Ready to GO PLACES IN THE PREMIUM FIELD! NEW Streamlined DORBY Portable ELECTRIC LIQUID Mixer



Cost no more than some hand beaters. Lowest price mixer of its kind . . . **\$6.95** RETAIL  
**BEATS! MIXES! WHIPS**  
in its own container or any kitchen pan.  
New scientific features the Homemaker likes. U.L. Approved.

Write for information and price.  
**DORBY CO. Merchandise Mart**  
Chicago 54, Illinois

Alexander Mfg. Co.  
All-Rite Pen, Inc.  
The American Crayon Co.  
Amsterdam Printing & Litho Co.  
Apex Products Corp.  
Artercraft Calendar Co.  
Art Plastics Mfg. Co.  
Autopoint Co. Div. Cory Corp.  
Ballard Pencil Co.

### BALLARD PENCIL CO.

Advertising Pencils

Eberhard Faber Quality pencils printed with your firm's copy. Write for quantity rates.

Glenwood

New Jersey

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Robert J. Burnham  
The Business Promotion Premium Co.  
Capitol Calendar & Novelty Co.  
Daniels Specialty Co.  
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Eagle Pencil Co.  
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Elgin Co.  
Everlast Pen Corp.  
Exclusive Distributors Co.  
Alfred Farber Enterprises  
Gerlach-Barklow Co.  
Gregory Fount-O-Ink Co.  
Murray Harris  
Helenor Tool & Supply Co.  
Henning Onyx Inc.  
Hicon Products Inc.  
The Humphrey Co., Inc.  
Illinois Merchandise Mart  
Imos Specialties  
Imperial Crayon Co.  
Imperial Pen & Pencil Co., Inc.  
Island Mfg. Co.  
Jay-El Products Co., Inc.  
Jet Mfg. Co., Inc.  
Johnides Associates  
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Kingston Pencil Corp.  
Emil B. Kraus & Sons  
S. Lachman & Sons  
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Lewis Co.  
Willard Miner Co.  
Lee J. Morris  
Bert M. Morris Co.  
Norma Pencil Corp.  
J. F. Parker & Son  
Paulmay Co.  
Pencil Advertising Co.  
Pencil Specialty Co.  
The Pen-Rite Corp.  
Rawl Engineering & Mfg. Co., Inc.  
Raynor's Advertising Service  
Readyrite Co.  
**Revelations Plastics, Inc.**  
The Risdon Mfg. Co.  
Ritepoint Co.  
Ross Advertising Specialties, Inc.  
Russell Advertising Co.  
S. Schneiderman & Co.  
Louis Schwarz  
Serolite Corp.  
Shank Leather Goods Co.  
The Southern Pen Co.  
Souvenir Lead Pencil Co.  
Spil-Pruf Desk Set Co.  
Spotswood Specialty Co., Inc.  
Standard Novelty Advertising Co.  
Stein Advertising

Sterling Jewelers  
Startford Pen Corp.  
The Supra Pencil-Pen Co.  
**Temple Co., Inc.**  
Triad Pen & Pencil Co.  
Tucker-Lowenthal Co.  
20th Century Products Co.  
Universal Craftsmen Co.  
G. R. Warren & Associates  
Waterman Pen Co.  
Wil-Nor Products  
Winsted Mastercraft Products  
**PEPPER MILLS**

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Beach Leather Co.  
Burn/Strauss Inc.  
Dudley Kebow, Inc.  
Flint Hills Specialty Co.  
**Felix Glatz Import Co., Inc.**  
International Premium Co., Inc.  
Martin & Wilson  
**Rio Grande Woodenware**

### RIO GRANDE WOODENWARE

Hand decorated salad bowls — lazy susans — pepper mills — bread boards — promotional items — popular priced. Write.

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The George S. Thompson Corp.  
Verity, Southall Ltd.  
The Voos Co.

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Bostwick Laboratories, Inc.  
Frank R. Bowler Co.  
Cadie Chemical Products, Inc.  
Carlisle Mfg. Co., Inc.  
Designs, Inc.  
**Bernard Edward Co.**  
Lido Toy Co.  
Lawrence A. Lockwood  
Nosco Plastics, Inc.  
Ox Fibre Brush Co., Inc.  
Oxwall Tool Co., Ltd.  
Siebert & Co., Inc.  
Stainless Ware Co. of America  
Studio Guild  
20th Century Products Co.  
Victory Plastics Co.  
**Westland Plastics, Inc.**

### PICNIC AIDS

Alladin Plastics Inc.  
Beacon Plastic & Metal Products Inc.  
Blisscraft of Hollywood  
H. Boker & Co.  
Canvas Specialty Co.  
Carlisle Mfg. Co., Inc.  
Casey Co., Inc.  
**Color Craft Co.**  
De Co Associates  
Dipcraft Mfg. Co.  
Drexel Enterprises, Inc.  
Duralast Corp.  
Eclipse Metal Mfg. Corp.  
Elgin Co.  
Empire Mfg. Co.  
Ever Wear Trunk Co.  
Federal Tool Corp.  
I. M. Fischer Co.  
Bud Florsheim Associates  
Funke & Hoffman  
A. Galewski & Sons, Inc.  
**Gits Molding Corp.**  
Gotham Industries  
Greyslaw of Georgia Inc.

Hamilton Metal Products Co.  
 Hunt Metal Industries, Inc.  
 Ibroc Wood Products Co., Inc.  
 Jacobson Co.  
 Keller Industries, Inc.  
 Kilgore, Inc.  
 Lafayette Electric Corp.  
 Latex Glove Mfg. Co.  
 Leed's Travelware Corp.  
 Leipzig & Lippe Inc.  
 Lawrence A. Lockwood  
 Madison Industries, Inc.  
 Marshall Industries  
 The Moses Bros.  
 National Can Corp.  
 Nesco Inc.  
 Northwest Plastics  
 Parvin Mfg. Co.  
 Peoria Plastic Co.  
 The Plas-Tex Corp.  
 Plastics Unlimited  
 Poloron Products, Inc.  
 W. C. Redmon Sons & Co.  
 Richford Corp.  
 S. Schneiderman & Co.  
 J. W. Speaker Corp.  
 The Sponge Rubber Products Co.  
 Steinmetz & Kelly  
 Godfrey Stern  
 Supermarket Promotion Co.  
 Union Steel Products Co.  
 United Plastic Corp.  
 U. S. Luggage & Leather Products Co.  
 U. S. Mfg. Corp.  
 Vermont Plastics, Inc.  
 The Washburn Co.  
 Webster Basket Co., Inc.  
 Woco Associates  
 Wilson Specialty Co., Inc.  
 Wright Leather Specialty Co.

The Wm. B. Watkins Co.

### WM. B. WATKINS CO.

Happy Day Griddle-Grills are among  
 the Best Sellers with Coffee & Tea  
 Companies. Write us for information.

2605 Broadway, Evanston, Ill.

J. H. Young Co.

#### PLASTIC SPECIALTIES

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 Adcraft Mfg. Co.  
 Adprint Corp.  
 Advance Novelty Co.  
 Alladin Plastics, Inc.  
 Allen Mfg. Co.  
 Almar Mfg. Co., Inc.  
 American Copper Sponge Co.  
 American Merri Lei Corp.  
 Amsterdam Printing & Litho Co.  
 Anro Products Co., Inc.  
 Antioch Bookplate Co.  
 Apex Tire & Rubber Co.  
 Aristocrat Leather Products, Inc.  
 Arrow Mfg. Co.  
 Artercraft Calendar Co.  
 Aritsan Novelty Co.  
 Artistic Tip Printing Co.  
 Artmor Plastics Corp.  
 Athol Comb Co.  
 Autopoint Co., Div. Cory Corp.  
 BBB Plastic Products  
 Beacon Plastic & Metal Products, Inc.  
 Beacon Plastics Corp.  
 Maurice Bergman  
 Bersted's Hobby Craft, Inc.  
 Arthur Blank & Co., Inc.  
 Blossom Mfg. Co., Inc.

Boland Mfg. Co.  
 The Bolta Co.  
 James F. Bond  
 Bond Handkerchief Co.  
 Bonnie Bilt, Inc.  
 Frank R. Bowler Co.  
 C. L. Bradford, Inc.  
 Bridgeport Moulded Products, Inc.  
 The Brittain Products Co.  
 Brown & Kruger  
 Burcatt Mills  
 Burwood Products Co.  
 The Buxbaum Co.  
**W. E. Campbell Co.**  
 The Campro Sales Co.  
 Carlson Products, Inc.  
 Carvanite Products  
 Casselini, Inc.  
 Cathedral Envelope Co., Inc.  
 Dan Richards Mfg. Co.  
 Dart Craftsman Corp.  
 Dawn Co.  
 Debut Mfg. Corp.  
 Decorative Glass Co.  
 Designs, Inc.  
 Diplomat Cigarette Holder Co.  
 Dispensers, Inc.  
 Edward J. Duffy  
 Eastern Sales Enterprises  
 Economy Novelty & Printing  
**Bernard Edward Co.**  
 Ehlbert Products  
**Eldon Mfg. Co.**  
 Elgin Co.  
**Emenee Industries**  
 Empire Advertising Co.  
 Empire Curtain Co.  
 Erell Mfg. Co.  
 Falge Engineering Corp.  
 Famous Shower Curtain Mfg. Corp.

***For a Premium  
 that will profitably increase sales  
 choose***

## ***Colorful — Absorbent*** **MUSCOGEE TOWELS and WASH CLOTHS**

Every member of the family uses towels and  
 wash cloths; and the demand is universal.

We invite your inquiry

**MUSCOGEE MANUFACTURING COMPANY**  
**COLUMBUS, GEORGIA**

Established 1867



## Get New Accounts with the *Kutto Jr.* CARTON OPENER

Kutto Jr. is needed everywhere goods are unpacked. Priced low enough for the smallest deal, it's a "Natural" for opening NEW Accounts.

YOUR AD IS ON EACH CUTTER



SIZE  
3 1/2" x 4"

- STURDY
- USEFUL
- PERMANENT
- OPENS ANY CARTON WITHOUT DANGER OF CUTTING CONTENTS

Write Today for full details

**MODERN SPECIALTIES CO.**  
4301 W. Ogden Ave. Chicago 23, Ill.  
Dept. CT

PAT. NO. 2,601,767

**TOMMEE TIPPEE Baby Cup**

Here's a perfect gift for the baby

Makes drinking easy for tiny tots—saves spilling worries for parents. Roly-poly bottom keeps cup right side up. Removable top insures slow drinking, prevents spilling.

**Only \$1.00** at Better Baby Departments everywhere. Two-tone pastel of pink and blue; red and ivory; green and yellow.

**WESTLAND PLASTICS, INC., LOS ANGELES 23, CALIF.**

**TOMMEE TIPPEE Baby Bowl**  
with Suction Cup

Perfect gift companion of the popular NONSPILL TOMMEE TIPPEE BABY CUP

**TIP PROOF—Crack Proof\***

Baby can't knock, tip, or turn over. Suction cup really holds! Gay colors and cute Tommee Tippee Bear encourage eating. Something entirely new in a quality baby gift, usable for years.

**Only \$1** Gift Boxed—at Better Baby Departments everywhere. Colors match Tommee Tippee Baby Cup—choice of baby pink, blue, green, or yellow. **MATCHING CUP AND BOWL SET, \$2.00**

\*Guaranteed not to crack in normal usage.

**Westland Plastics, Inc., Los Angeles 23, Calif.**

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Featuristic Advertising Co.  
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Feld Mfg. Co., Inc.  
I. M. Fischer Co.  
Flagg & Co., Inc.  
Flambeau Plastics Corp.  
The Flexible File Co.  
Philip Florin, Inc.  
Bud Florsheim Associates  
Forbes Products Corp.  
I. Geller Co.  
General Diaries Corp.  
Gerlach-Barklow Co.  
**Gits Molding Corp.**  
Glamour House Products  
Glolite Corp.  
Harry Pete Glovinsky & Associates  
L. A. Goodman Mfg. Co.  
Good Will Specialty Co.  
Gotham Industries, Inc.  
Greyslaw of Georgia, Inc.  
Harbud Associates  
Murray Harris  
Harvey Advertising Co.  
Leonard Heim  
Hermann & Jacobs Corp.  
Hicon Products, Inc.  
Hicraft-Leather-Products  
Hobby Hill  
L. J. Horton Advertising Specialty Co.  
The Humphrey Co., Inc.  
Humphrey-Callander, Inc.  
Hunt Products, Inc.  
Hydro Tex Corp.  
Hygienic Specialties Co.  
Ideal Toy Corp.  
Idemin Mfg. Co.  
J. A. Industries  
**Jay Sales Co.**  
Jolo Plastics Corp.  
R. R. Kellogg Advertising Services, Inc.  
Kemp Products, Ltd.  
Kesco Mfg. Co.  
Kilgore, Inc.  
Kingston Pencil Corp.  
Knickerbocker Plastics Co.  
Benj. J. Koral  
Laminet Cover Co.  
The Larick Mfg. Co.  
Lee Plastic Mfg. Co.  
The Lewtan Co.  
Liberty National Corp.  
Lido Toy Co.  
Loma Plastics, Inc.  
C. McKinnis & Associates  
Mack Molding Co.  
Magnex, Inc.  
Marshall Plastics Co.  
Masons Plastics, Inc.  
Mastercraft Products  
Merit Creations, Inc.  
J. Radley Metzger Co., Inc.  
H. C. Meyers Co.  
Mid-State Products Co.  
Willard Miner Co.  
Mitten Toy Mfg. Co.  
Modernedge Mfg. Co.  
The Monoco Co.  
Sig Morvay & Associates, Inc.  
Plasco Mfg. Co.  
The Plas-Tex Corp.  
Plastic Fabricators, Inc.  
Plastic Foam Products  
Plasticloth Products, Inc.  
Plastic Metal Mfg. Co.  
Plastic Molded Arts  
Plastic Specialties

Plastics Unlimited  
Postamatic Co.  
Prepac, Inc.  
Process Co. of America  
Product Engineering & Development Co.  
The Lewton Co.  
Promotional Products Co.  
Rand Products Co., Inc.  
Raynor's Advertising Service  
Ray Plastic Co.  
Louis A. Rebholz & Associates  
Robert Mfg. Co.  
Rocket Specialty Co.  
Rosemary Corp.  
Rosenberg Bros. & Co.  
Ross Advertising Specialties, Inc.  
Russell Advertising Co.  
Schneider-Shier, Inc.  
Sealproof Premium Products, Div. A  
G. Mayer, Inc.  
Serolite Corp.  
Shamrock Specialties, Inc.  
Shank Leather Goods Co.  
Geo. W. Sharpe  
T. Harry Skinner  
Soodhalter Plastic Products  
Southern California Plastic Co.  
J. Spiegel Hanger Co.  
Spil-Pruf Desk Set Co.  
Spir-it, Inc.  
The Sponge Rubber Products Co.  
N. B. Spurgeon Co.  
Squeezit Corp.  
Standard Novelty Advertising Co.  
Sta-Put Signs Corp.  
Stein Advertising  
A-M Stella  
Ronald Stevens  
Michael Stewart Mfg. Co.  
Gordon Strubler  
Styletone, Inc.  
Superedge Products, Inc.  
Superior Shower Curtain Mfg. Co.  
Supreme Plastics & Mfg. Corp.  
Texicote, Inc.  
Thoughts that Inspire Publishing Co.  
The Tracies Co.  
Transparent Specialties Corp.  
Trans Plastic, Inc.  
Treasure Isle Products Corp.  
Trophy Products Co.  
Tweco Products Co.  
20th Century Products Co.  
Jacob Ueberall  
W. A. Umpauf Associates  
Unique Items Co.  
Universal Craftsmen Co.  
Universal Trunk Co.  
Utility Brands, Inc.  
Valley Forge Creations  
Veri Trim Products Co.  
Victory Mfg. Co.  
Victory Plastics Co.  
Vinyl Linens  
Waterbury Companies, Inc.  
E. Murray West Associates, Inc.  
**Westland Plastics, Inc.**  
O. B. Westphal & Associates  
Willis-Jones Mfg. Co.  
Wright Industries  
Wright Leather Specialty Co.  
**Young & Peti, Inc.**

### PLAYING CARDS

Atlantic Playing Card Co., Inc.  
Bridgepoint Playing Cards Co.  
The Ewing Co.  
Language Industries, Inc.

The Larick Mfg. Co.  
Nestor Johnson Mfg. Co.  
Nu-Dell Plastics Corp.  
Paulmay Co.  
Plastic Metal Mfg. Co.  
G. R. Warren & Associates  
Wright Leather Specialty Co.

#### POINT OF SALE MATERIAL

Adcraft Mfg. Co.  
Advertising Sales Aids  
Aids for Good Housekeeping  
All Plastics Corp.  
Animated Display Creators, Inc.  
Artercraft Calendar Co.  
Artmor Plastics Corp.  
Bacharach, Inc.  
Arthur Blank & Co., Inc.  
Dawn Co.  
Donald Art Co., Inc.  
Eldon Mfg. Co.  
Forbes Products Corp.  
Frank Paper Products Corp.  
Illinois Merchandise Mart  
K & O Co., Inc.  
R. R. Kellogg Advertising Services, Inc.  
Lane & Co.  
Liberty Marketing Corp.  
Marshall Plastics Co.  
Mayer Mfg. Corp.  
Promotional Publishing Co.  
Sparky Specialties, Inc.  
Sta-Put Signs Corp.  
Thoughts that Inspire Publishing Co.  
The Toycraft Rubber Co.

#### RADIOS

Manny Gutterman & Associates  
DeWald Radio Mfg. Corp.  
Imperial Advertising Corp.

#### REDEMPTION COUPONS

Homeland Tailors, Inc.  
Lido Toy Co.  
Maritz Sales Builders  
The Premium Service Co., Inc.  
Quality Products Mfg. Co.  
Vacation-ette, Inc.

#### RUBBER HOUSEWARES

Apex Tire & Rubber Co.  
Artwire Creations, Inc.  
Bonnytex Co., Inc.  
The Buxbaum Co.  
The Leonard Heim Co.  
L. J. Horner Advertising Specialty Co.  
Jet's Brand Products  
R. M. Lederman & Co.  
Sig Morvay & Associates, Inc.  
The Moses Bros.  
Phelps Mfg. Co.  
Stomar Mfg. Co.  
Trans-Ocean Import Co., Inc.  
The Washburn Co.  
The Wooster Rubber Co.

#### RUGS, MATS

T. C. Andrews & Son  
Anita Textiles  
Apex Tire & Rubber Co.  
Blue Ridge Spread Co.  
Braided Rug & Specialties Co.  
Brown & Kruger, Inc.  
Brown & Serocke  
The Buxbaum Co.  
Edward J. Duffy  
Empire Curtain Co.  
Georgianna  
Glen Rug Co., Inc.  
A. J. Hermann  
Iselin-Jefferson Co., Inc.

H. L. Jesson Co.  
A. P. McCauley Co.  
Mill Distributors, Inc.  
Mitchell Rubber Products  
Monument Mills, Inc.  
Owens Mfg. Co.  
Power-Loom Mfg. Co., Inc.  
Raymond Chenille Co.  
Rosemary Corp.  
E. S. Stern & Co.  
E. F. Timme & Son  
Trans-Ocean Import Co., Inc.  
Vinyl Linens  
Virginia Crafts, Inc.

#### VIRGINIA CRAFTS, INC.

Chenille Bath Mat Sets and Scatter  
Rugs — Freshrunk — Rubberized Back.

Keysville, Va.

Ware Mfg. Co.

#### RULERS, YARDSTICKS

Adcraft Mfg. Co.  
Adprint Corp.  
Advance Novelty Co.  
Advertising Specialty Associates  
Antioch Bookplate Co.  
Artistic Tip Printing Co.  
BBB Plastic Products  
Rupert S. Cain Co.  
Capitol Calendar & Novelty Co.  
Danlo Mfg. Co.  
Economy Novelty & Printing Co.  
Evans & Co.  
Featuristic Advertising Co.  
Goody Mfg. Co.  
L. J. Horner Advertising Specialty Co.

# NOW!

#### CHEST CONTAINS

- AC-DC Universal Motor
- Scrub Brush
- Polishing Brush
- Lamb's Wool Buffer
- 4 3/4" rubber pad
- 40" detachable handle
- Drill Chuck
- Sandpaper
- Can of Electro-wax



It's the one gift  
every woman  
wants for herself  
—to give to the  
whole family.

## THE PREMIUM SUPREME!

THE

*Shetland*

### ALL-PURPOSE ELECTRIC POLISHER and SCRUBBER

AND WORK SAVER FOR THE WHOLE FAMILY

ALL READY TO GIVE AWAY IN THIS  
HANDSOME, COLORFUL STORACHEST

**NATIONALLY ADVERTISED \$29.95**

It's a "Standout"! Here's one appliance every woman wants and needs because it eliminates so much household drudgery. It does all the hard work of scrubbing, waxing and polishing floors; buffs furniture, simonizes cars, sands and drills. Now comes complete in handsome gift Storachest which can be used for permanent storage of unit.

WRITE US TODAY FOR FULL DETAILS

**THE SHETLAND COMPANY, INC., Lynn, Mass.**



• Waxes & Polishes Floors

• Polishes Autos

• Buffs Furniture

• Sands

• Drills

• Scrubs Floors





**Family  
Pride**

**HANSON**

**Weighmaster Bathroom Scale**

Here's the new Hanson Bath Scale—new design, new balance action, new in every way! Extra thin, low and wide, it hugs the floor... safe, yet it offers the same precise accuracy that has made Hanson Scales famous for three generations. Magnifying lens with V-pointer eliminates squinting and stooping. An ideal personal scale for the whole family. Makes a welcome gift, too!



In white, colors and all-chromium, with rubber platform surface.

**HANSON SCALE CO., Northbrook, Ill.**  
(Est. 1888)

## Folding Furniture



## Perfect For Premiums

Matching table and chair sets, also separate tables and chairs, and poker tables. This fine folding furniture makes business-building premiums. A large line of styles and prices to select from.

**HARRY M. WOLFE**

666 Lake Shore Dr., Chicago 11, Ill.  
Dept. CT



Imperial Advertising Corp.  
Wm. W. Kendrick Co., Inc.  
Kingston Pencil Corp.  
Oxwall Tool Co., Ltd.  
J. F. Parker & Son  
Promotional Products Co.  
Stanley Tools Div. Stanley Works  
Thornton Co.  
Universal Craftsmen Co.  
G. R. Warren & Associates  
Waterbury Companies, Inc.

### SCALES

Hanson Scale Co.

### SCISSORS, SHEARS

John Ahlbin & Sons, Inc.  
Bayes Mfg. Co., Inc.  
Benjamin & Medwin, Inc.  
H. Boker & Co., Inc.  
Byrne & Lentz, Inc.  
The Flexible File Co.  
Hancock Corp.  
The Leonard Heim Co.  
Henkel-Clauss Co.  
J. T. Henry Mfg. Co., Inc.  
Charles P. Holland Co.  
Jubilee Mart  
Klepa Arts  
Henry L. Klingler  
Louis A. Landa  
Lifetime Cutlery Corp.  
The A. Lincoln Co.  
Ben S. Loeb  
Martin & Wilson  
Monarch Cutlery Mfg. Co., Inc.  
Supreme Cutlery Corp.  
United Cutlery & Hardware Products Co.  
The Voos Co.  
J. Wiss & Sons Co.

### SCRAPERS

Adcraft Mfg. Co.  
Advertisers Specialties Mfg. Co., Inc.  
Artistic Tip Printing Co.  
John Clark Brown, Inc.  
**W. E. Campbell Co.**  
Carrithers & Co.  
Cathedral Envelope Co., Inc.  
Dard Products  
Harry R. Dubbs  
Eastern Adcraft Co.  
Economy Novelty & Printing Co.  
Emery Advertising Co.  
Empire Advertising Co.  
Harold Everts Co.  
Federal Tool Corp.  
General Merchandise Supply Co.  
Goodell Co.  
Grand Specialty Co.  
Handy Things Mfg. Co.  
Hausman Mfg. & Sales Co.  
Hill Advertising Specialties Co.  
L. J. Horton Advertising Specialty Co.  
Imos Specialties  
R. R. Kellogg Advertising Services, Inc.  
The Kemper-Thomas Co.  
The Lewtan Co.  
Geo. C. Matteson Co.  
Mayer Mfg. Corp.  
Modglin Co., Inc.  
National Calendar & Advertising Specialty Co.  
National Sales Co.  
Northwest Plastics, Inc.  
Novel-Craft Mfg. Co.  
Neil S. O'Donnell, Ltd.  
The Shelgrn Co.  
Sparky Specialties, Inc.

Standard Advertising Co., Inc.  
Stein Advertising  
H. Stiefel Co.  
Thornton Co.  
Tupper Corp.  
Tweco Products Co.  
Victory Mfg. Co.  
Walrob Agency  
The Walcraft Co.  
Warner Mfg. Co.  
The Wooster Rubber Co.  
The Words Co.  
Zenith Products Co.

### SEWING AIDS

Advance Novelty Co.  
Advertisers Specialties Mfg. Co.  
John Ahlbin & Sons, Inc.  
Algene Mfg. Co.  
Bayes Mfg. Co., Inc.  
Belding Corticelli Co., Inc.  
The Bellmore Leather Goods Co.  
Bridge Tables & Novelties, Inc.  
Samuel Burnstine  
The Campro Sales Co.  
Cathedral Envelope Co., Inc.  
Dart Craftsman Corp.  
Harry R. Dubbs  
Eastern Adcraft Co.  
Economy Novelty & Printing Co.  
O. Eidinger Mfg. Co.  
Elgin Co.  
R. C. Elliott Advertising  
Evans & Co.  
Excel Mfg. Co.  
General Merchandise Supply Co.  
Grand Specialty Co.  
Harday Mfg. Co.  
Hausman Mfg. & Sales Co.  
Helenor Tool & Supply Co.  
Hill Advertising Specialties, Inc.  
Hunt Products, Inc.  
Imos Specialties  
Jay Hawk Mfg. Co., Inc.  
Jubilee Mart  
The Kemper-Thomas Co.  
Klepa Arts  
Wm. A. Kolbert Sales Co.  
J. Lane Chair Co.  
Laredo Corp.  
Robert Levitt  
The Lewtan Co.  
Logan Electric Specialties Mfg. Co.  
Geo. C. Matteson Co.  
Millerand, Inc.  
Mornet, Inc.  
M. E. Moss & Co.  
Multiple Products Corp.  
The Newbern Co.  
Novel-Craft Mfg. Co.  
Neil S. O'Donnell, Ltd.  
Pollak Industries Corp.  
Promotional Products Co.  
Regent Art Linen Co.  
Russell Mfg. Co.  
Louis Schwarz  
The Shelgrn Co.  
Simon Bros. Co.  
Stanley Products Co.  
Michael Stewart Mfg. Co.  
H. Stiefel Co.  
Roy F. Traum Co.  
U. S. Basket Co.  
Victory Mfg. Co.  
Waterbury Companies, Inc.  
E. Murray West Associates, Inc.  
O. B. Westphal & Associates  
George F. Wood Co.  
Worthington 5th Ave.



### SHAVING AIDS

Advertising Specialties Mfg. Co., Inc.  
American Safety Razor Corp.  
Blade Master  
Samuel Burnstine  
M. A. Doppett  
Harry R. Dubbs  
Grand Specialty Co.  
Herold Mfg. Co.  
Clayton Kaseman  
The Lander Co., Inc.  
Larido Corp.  
H. Markham & Co.  
Mechanical Mirror Works, Inc.  
Millerand, Inc.  
Mornet, Inc.  
Osrow Products Co., Inc.  
Phillips Buttrick, Inc.  
Roman Silversmiths, Inc.  
Shavex Corp.  
Specialty Devices, Inc.  
Roy F. Trauger & Associates  
Windsor Chemical Laboratories  
George F. Wood Co.  
Worthington 5th Ave.

### SILVERWARE

Beacon Sales Co.  
W. Bell & Co.

### W. BELL & CO.

Wholesale Distributors

Fine Silverware — Diamond Jewelry —  
Luggage — Watches — Clocks —  
Appliances — Cutlery.

514 10th St., N.W., Washington 4, D.C.  
Catalog on request.

Carrithers & Co.  
H. B. Davis Corp.  
DuBBie-James Co.

### H. B. DAVIS CORP.

The House of Name Brands

Lifetime Cutlery, National Silver,  
Wm. A. Rogers-Onsida, Ltd.

See our ad Page 34

Write for catalog and price list.

145-C1 West 15th St., New York, N. Y.

Eastern Sales & Advertising Co.  
Evans International, Inc.  
Exhibit Sales Co.  
Gailstyn Co., Inc.  
Garden City Specialties  
Frank M. Katz, Inc.  
Keystone Silver, Inc.  
La Belle Silver Co.  
Lafayette Electric Corp.  
Louis A. Landa  
Edwin W. Lane Co.  
Lehman Bros. Silverware Corp.  
H. Markham & Co., Corp.  
Nalle Plastics, Inc.  
National Silver Co.  
Premiumwares, Inc.  
Rohde-Spencer Co.  
Sabon Glass Co.  
Shawnee Products Co.  
Silvercraft Co., Inc.  
States Trading Corp.  
Van Schaack Premium Corp.  
Verity Southall, Ltd.  
R. Wallace & Sons Mfg. Co.  
Wallace Bros., Div. Wallace & Sons  
Mfg. Co.  
Wilson Specialty Co., Inc.  
George F. Wood

### SPORTING GOODS

Aladdin Industries, Inc.  
Alliance Sales Co.

Alvimar Mfg. Co., Inc.  
E. G. Bentley Co.  
Blake & Conroy  
Frank R. Bowler  
C. L. Bradford, Inc.  
Dan-Richards Mfg. Co.  
De Co Associates  
Detty's Fish Gripper

### DETTY'S FISH GRIPPER

A great hand-saving tool for all  
fishermen. Adds greatly to the  
pleasure of fishing.

Lancaster

Penna.

M. A. Doppett  
Everwear Trunk Works  
Exhibit Sales Co.  
Fabrico Mfg. Corp.  
Famous Keystone Kits Corp.  
Garden City Specialties, Inc.  
Goshen Churn & Ladder, Inc.  
H & H Distributing Co.  
Hamilton Metal Products Co.  
Health Guard Bag Co.  
Charles P. Holland Co.  
Ideal Toy Corp.  
Imperial Advertising Corp.  
Imperial Pen & Pencil Co., Inc.  
A. J. Industries  
Jansen & Co.  
S. E. Laszlo  
Leed's Travelwear Corp.  
Lektrolite Corp.  
Robert Levitt  
Liberty Marketing Corp.  
Liberty Steel Chest Corp.  
Lawrence A. Lockwood Co.

# Handcraft Pyrex Server for Hot or Cold Beverages

Here's a big 3-in-1 premium package that's a natural. Can be used for hot or cold beverages. Beautifully designed collar gives the finishing touch to the gorgeous 12-cup pyrex carafe. Wide neck accommodates ice cubes to keep drinks cold. The heater is designed for many uses. It can hold a variety of carafe and casserole sizes. Sturdy wrought iron construction insures the durability of this beautifully designed heater.

Your premium campaign can't miss when you offer this beautiful and useful combination carafe and heater — especially since it's a "Handcraft."



W-10—Wrought Iron Warmer. An excellent premium—either when offered individually or as part of the entire unit. Pyrex holder contains a candle for heating at table.



R-12—12 cup Pyrex Carafe. One of the most useful of all premiums. Use of the carafe as a premium in the last few years has increased tremendously.

WR-12—12-cup Pyrex Carafe and Warmer. The combination that's America's fastest-growing premium. Used more and more every year in successful premium campaigns. Low price makes this premium a virtual self-liquidator.

Write for free illustrated catalog of our entire line of carafes and warmers.

**Handcraft Novelty Co. • 2339 Nostrand Ave., Bklyn 10, N. Y.**

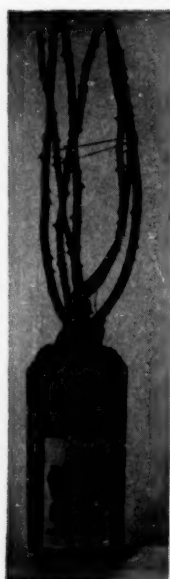


**TRICKSY**  
**THE ACROBATIC PUP**



Stands  
16½"  
high.

**Russ Murray**  
Representative at the June Convention  
**Eldon Manufacturing Co.**  
1010 E. 62nd St.  
Los Angeles 1. Calif.



A  
new  
premium idea  
that will  
**GROW**  
and  
**GROW**  
"Queen  
of the  
Field Roses"

Harville Rose Bush as a premium is the newest good will builder now being used with great success by leading national firms. All Harville Roses are two years old . . . top quality . . . easy to handle . . . and are attractively packaged. Be the first in your field to adopt this unique idea. Write us today for full particulars.

**HARVILLE ROSE SERVICE**  
Box 195 Tyler, Texas

Logan Electric Specialty Mfg. Co.  
McKinnon Leather Products Corp.  
Major Sportswear Co.  
H. Markham & Co., Inc.  
Metalcraft Mfg. Corp.  
The Moneco Co.  
The Moses Bros.  
Nappe-Smith Mfg. Co.  
Ocean City Mfg. Co.  
Panef Mfg. Co., Inc.  
Eugene E. Peterson Co., Inc.  
Plastic Innovations, Inc.  
Rohde-Spencer Co.  
Rosemary Corp.  
The Seamless Rubber Co.  
Shawnee Products Co.  
States Trading Corp.  
Herman Sukon Co., Inc.  
Titan Mfg. Co., Inc.  
R. F. Trauger & Associates  
Travel Goods, Inc.  
Truecraft Tool Co.  
Union Steel Products Co.  
Uno Tool Co., Inc.  
Van Schaack Premium Corp.  
Vermont Plastics, Inc.  
Wells Publishing Co.  
Woco Associates  
J. H. Young Co.

#### STAMPS

Advertising Specialties Mfg. Co., Inc.  
Harry Pete Glovinsky & Associates  
**Grossman Stamp Co., Inc.**  
H. E. Harris & Co., (Collectors)

#### STATIONERY SPECIALTIES

Alabe Crafts, Inc.  
The American Binder Co., Inc.  
The American Crayon Co.  
American Merri Lei Corp.  
Apex Optical Corp.  
Apex Products Corp.  
Art Plastics Mfg. Co.  
The Bates Mfg. Co.  
BBB Plastic Products  
Maxwell Bentley Mfg. Co., Inc.  
Arthur Blank & Co., Inc.  
Bristol Mfg. Co.  
Dart Craftsman Corp.  
Dome Publishing Co.  
Donald Art Co., Inc.  
Ehlbert Products  
Envel-O-Pener, Inc.  
Everlast Pen Corp.  
Featuristic Advertising Co.  
The Flexible File Co.  
Flo-Ball Pen Corp.  
Fontana Bros.  
Forbes Products Corp.  
Arthur Frey & Son  
General Diaries Corp.  
Goody Mfg. Co.  
Goodyear Printing & Stationery Co.  
Health Guard Bag Co.  
Robert Hensel Co.  
The Humphrey Co., Inc.  
C. Howard Hunt Pen Co.  
Imperial Crayon Co.  
Imperial Pen & Pencil Co., Inc.  
R. R. Kellogg Advertising Services, Inc.  
Landa Leather Products Co.  
Lando Corp.  
The Lefton Mfg. Co.  
**Lincoln Rubber Co.**  
Lynch-Jamentz Co.  
Marhar Mfg. Co.  
Markandy, Inc.  
Master Addresser Co.

Mayer Mfg. Corp.  
Modern Carpet Sweeper Co., Inc.  
Bert M. Morris Co.  
National Calendar & Advertising Specialty Co.  
National Photo-Stamp Co.  
New London Industries, Inc.  
Palmer Paint Sales Co., Inc.  
Peerless Plastics  
Penn State Industries  
The Pen-Rite Corp.  
Percentometer  
Plasco Mfg. Co.  
Ply-Line Co.  
Postamatic Co.  
Rawl Engineering & Mfg. Co., Inc.  
Ready Reference Publishing Co.  
Redi-Record Products Co.  
Ritepoint Co.  
Rudson-Wood, Inc.  
St. Thomas, Inc.  
Sealproof Premium Products, Div. A.  
G. Mayer, Inc.  
Sherrill Products Co.  
Simplex Binder Co.  
Spil-Pruf Desk Set Co.  
Stampagraph Co., Inc.  
Standard Diary Co.  
Michael Stewart Mfg. Co.  
Stratford Pen Corp.  
Stylecraft Mfg. Co.  
H. Thomsen Creative Bookbinders  
Victory Mfg. Co.  
Oliver K. Whiting of London  
Windsor Chemical Laboratories  
Worcester Wire Novelty Co., Inc.  
Wynn Mfg. Co.  
Zenith Plastics Co.

#### TABLE ACCESSORIES

Anchor Products, Inc.  
Artistic Wire Products Co., Inc.  
Asquith Associates, Inc.  
Benner Glass Co.  
Blisscraft of Hollywood  
Blue Ribbon Bakeware  
Burns/Strauss, Inc.  
Cavalier Glass Co.  
Dirilyte Co. of Amerca, Inc.  
Dudley Kebow, Inc.  
Edward J. Duffy  
Everlast  
Exclusive Distributors Co.  
G. & S. Metal Products Co.  
Gay Fad Studios  
J. Leo Grogan Co.  
Irving L. Hartman Co.  
Hazelton Engineering Co.  
Morris Heller & Sons  
Henning Onyx, Inc.  
Holt-Howard Associates  
Hyalyn Porcelain, Inc.  
Ibroc Wood Products Co., Inc.  
Irvin Ware Co.  
**Jay Sales Co.**  
La Belle Silver Co.  
Lane & Co.  
The Stewart B. McCulloch Co.  
The Matt King  
**Melvin G. Miller Co.**  
John F. Muller Associates, Inc.  
Novel Mfg. & Distributing Corp.  
The Plas-Tex Corp.  
Plastic Film Products Corp.  
Plasticloth Products, Inc.  
Prepac, Inc.  
Roberts Colonial House  
Antonio T. Sabino  
Shafford Co.

COFFEE & TEA INDUSTRIES and The Flavor Field

The George S. Thompson Corp.  
R. F. Trauger & Associates  
The Tuco Work Shops, Inc.  
United Plastics Corp.  
**Alex. Van Veen Co.**  
Verity Southall Co., Ltd.  
Wallace Bros., Div. H. Wallace &  
Sons Mfg. Co.  
Waterman-White  
Gabriel Williams Co., Inc.  
Wilson Specialties Co., Inc.

#### TABLES

Blue Ribbon Promotions  
Bridge Tables & Novelties, Inc.  
Cal-Dak, Inc.  
Castlewood Mfg. Co., Inc.  
Duralast Corp.  
Excel Mfg. Co.  
Falco Products Co.  
Garner & Co.  
Gibraltar Mfg. Co.  
Hamilton Glass Co.  
Hamilton Mfg. Corp.  
**Hampden Specialty Products Co.**  
Harvell Mfg. Corp.  
Howe Folding Furniture, Inc.  
Hunter Metal Industries, Inc.  
Leo S. Koch  
J. Lane Chair Co.  
Lee Industries, Inc.  
Marshallan Mfg. Co.  
Martin & Wilson  
Munising Wood Products Co., Inc.  
Phylko Sales Co.  
Plaut & Lederman  
Replogle Globes, Inc.  
Schwader Bros., Inc.  
Toledo Guild Products, Inc.  
Trumble, Inc.

Van Norman Molding Co.  
The Verplex Co.  
Willard Mfg. Co.  
**Harry M. Wolfe**  
The Words Co.

#### TEAPOTS

**Aloa Corp.**  
Bacharach, Inc.  
Bellaire Enamel Co.  
Dirilyte Co. of America, Inc.  
**Foreign Advisory Service Corp.**  
Frankoma Pottery  
Gibraltar Mfg. Co.  
J. Leo Grogan Co.  
Halsey Import Co.  
Holt Howard Associates  
Hull Pottery Co.  
Jet's Brand Products  
K & O Co., Inc.  
Korlis, Ltd.  
La Belle Silver Co.  
Lehman Bros. Silverware Corp.  
John F. Muller Associates, Inc.  
Nancy Sales Co., Inc.  
Newland, Schneelock & Piek, Inc.  
Purinton Pottery Co.  
The Salem China Co.  
M. J. Saltzman Co., Inc.  
Shaffors Co.  
Steinmetz & Kelly  
Teamakers, Inc.  
Tolpin Art Studio  
W. I. Tyner Pottery Co.  
Universal Potteries, Inc.  
Western Stoneware Co.

#### THERMOMETERS

Advertising Sales Aids  
All Plastics Corp.  
Burwood Products Co.

The Business Promotion Premium Co.  
Capitol Calendar & Novelty Co.  
Dualite Displays, Inc.  
Economy & Novelty & Printing Co.  
Fee & Stenwedel, Inc.  
Good Will Specialty Co.  
Leonard Heim  
Lafayette Electric Corp.  
Martin Meyers Co.  
Willard Miner Co.  
Modern Sales Co.  
National Calendar & Advertising Specialty Co.  
Nu-Dell Plastic Corp.  
Paramount Calendar & Novelty Co.  
J. F. Parker & Son  
Phelps Mfg. Co.  
Raynor's Advertising Service  
M. J. Saltzman Co., Inc.  
Frank Spikins Co.  
Standard Thermometer, Inc.  
Michael Stewart Mfg. Co.  
Tel Tru Mfg. Co.  
Terre Haute Advertising Co.  
Thornton Co.  
The Walcraft Co.  
G. R. Warren & Associates  
Winsted Mastercraft Products

#### TOOLS

Advance Novelty Co.  
Advertising Specialties Co.  
Apex Mfg. Co.  
Bayes Mfg. Co., Inc.  
Beach Leather Co.  
The Bellmore Leather Goods Co.  
E. G. Bentley Co.  
Maxwell Bentley Mfg. Co., Inc.  
Jos. R. Bergey  
H. Boker & Co.

# 3

## perfect premiums

by

# Edlund

Success with a premium is a foregone conclusion when you offer the housewife an item she really wants, needs and will appreciate. Edlund products fill the bill on all three counts. Their unsurpassed quality is known from coast to coast!



**TOP-OFF  
JAR  
OPENER**

This is the famous Edlund product that makes opening the toughest jar child's play. Fits all size jar caps.



**JUNIOR  
CAN OPENER**

Millions now in use... and every woman who owns one will want another Edlund product as a premium.



**DELUXE  
TU-WAY  
CAN AND BOTTLE OPENER**

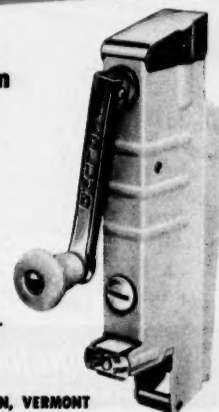
Made to Edlund's high quality standards. Double use - opens bottles, punches cans! Solid oak handle and buckskin thong for hanging up.

... and here's the perfect plus sale item for your wagon routes

## Edlund "77"

### FLAT-TO-WALL CAN OPENER

This is the new, modern conception in wall-type can openers that is taking the country by storm! It's the only can opener with all six most wanted features. Flat-to-wall, safe, never-slip grip, easy operation, lid catcher, and guaranteed for five years. They sell on sight! For Folder and prices, write direct

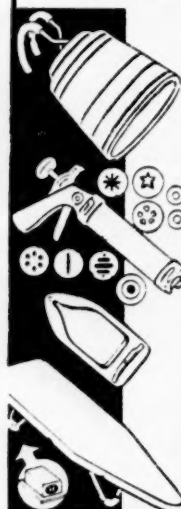


**Edlund** • EDLUND CO., INC. • BURLINGTON, VERMONT

## MEYER-BILT

### PERFECTED PRODUCTS

Four New Volume Producing Items for Year Round Promotions



#### MAGIC HOME HAIR DRYER

Portable, quiet and efficient. Fastens on any door. Leaves hands free for sewing, etc.

#### COOKIE CHEF

New Trigger type. Has thickness control. Easy to use for cookies, also biscuits and canapes.

#### STEAM IRON HOLDER

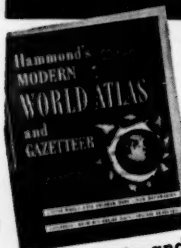
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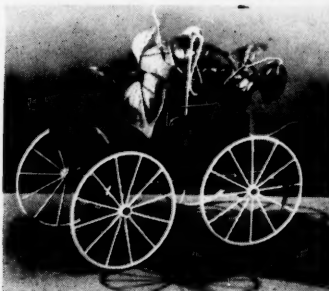
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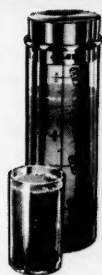
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To blend, mix and store concentrated fruit  
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List price: 98 cents



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The premium sensation of the year!

"Coffee by Candlelight" sets include  
8 or 12 cup carafe, chrome and crystal  
warmer to keep coffee hot at the  
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Most-welcomed coffee serving  
idea in years! Breaking records  
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everyday use!

List prices: With 8-cup Carafe—\$7.45;  
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### 2-CUP CARAFE GIFT SETS

Newest, cleverest coffee serving idea!

Individual 2-cup carafes on wrought iron coffee-  
warmers for truly individual coffee serving...  
a gift idea that's truly sensational! Gift sets  
include four 2-cup carafes and four wrought  
iron coffee-warmers, each with 3-hour candles.

List price: \$8.95

For further information  
and special premium prices  
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### SILEX STEAM IRON

Lightest, fastest 2-in-one iron!

Weights less—only 2¼ lbs. (3¼ lbs. filled)  
... steams longer—1½ hours on a  
single filling! Largest ironing area—"Y"  
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Use as a dry iron, too! Automatic  
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### Premiums in 1954

(Continued from page 18)

## Open mind on future premium items

One out of three premium users in the coffee and tea industries have open minds on what premiums they will run during the balance of the year.

More than 32 per cent of the survey respondents who use premiums said they were undecided, or had not yet pinned down, items they would feature in the months to come.

Over 41 per cent did note they would continue the same premium items they have already used so far this year. This category includes, of course, the packers operating with "full lines" through premium agencies.

A small proportion—less than 1 per cent—of packers who had used premiums during the first quarter stated unmistakably they would not use any more this year.

The remaining 26 per cent had fairly definite ideas about the premiums they would run during the balance of the year.

The types of items followed, in general, the premiums already offered. They included pillow cases, hammers, cups and saucers, coffee makers, electrical kitchen appliances, dinnerware, steak knives, plastic juice containers, nylons, other women's wear items and—of course—tea glasses.

Some give-aways of the product itself are also being planned, especially in tea. One regional deal, for example, will offer a package of 16's in tea bags free with each purchase of a 48.

## Give-aways lead premium offers

For the first time in the five years the coffee and tea premium surveys have been conducted, the self-liquidating offer dropped from first place.

The most popular type of deal so far this year is the give-away.

More than 44 per cent of the respondents who use premiums have run a deal on this basis since the beginning of

the year. Only 32 per cent offered self-liquidators.

This is a decided shift from last year's preferences. Then 46 per cent relied on self-liquidators, and 34 per cent on give-aways.

The self-liquidating premium was actually in third place this year. A greater proportion of the premium users—a shade under 34 per cent—have run combination offers.

Continuity deals were noted by 14 per cent of the premium-using respondents.

These proportions add up to much more than 100 per cent, for the reason that many of the companies use more than one type of premium offer.

## Most premiums delivered by mail

In method of premium distribution, too, the pattern has changed this year.

Most of the premiums offered so far this year have been distributed by mail from the packers' plants. This delivery was noted by 34 per cent of the respondents who use premiums.

Last year more respondents—37 per cent—recorded distribution via grocery stores than by any other method.

This year store distribution was the second most frequent method, noted by only 24 per cent of the respondents.

A close third was distribution of the premium in, or attached to, the product package. This method was reported by 22 per cent of the respondents.

Wagon route delivery, mainly by the retail tea and coffee service operators, accounted for 17 per cent of the premium distribution.

For the first time, an appreciable segment said their premiums were delivered by a premium house or agency. In one instance, the coupons are tallied by the roaster, who then sends them on to his premium agency for delivery of the item.

Several other methods of premium delivery were noted by the respondents. Among these methods were premium rooms, delivery by promotional crews, and distribution—in this case to restaurants—by salesmen.

*This Premium Suppliers' Index lists alphabetically names and addresses of companies in the Coffee and Tea Premium Buying Guide. Like the Buying Guide, the Suppliers' Index is based on information submitted by the companies.*

*Names and addresses of premium advertisers in this issue are printed in capital letters. Reference to a company's ad-*

*vertisement will usually reveal considerable information about its premiums.*

*For answers to coffee and tea premium questions not available in the Buying Guide or the Suppliers' Index, write to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.*



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- Absecon China & Glass Decorators, 233 New Jersey Ave., Absecon, N. J.
- Accro Watch Co., Inc., 31 W. 47th St., New York 36.
- Accurate Leather & Novelty Co., 3416 Roosevelt Rd., Chicago 24
- Ace Auto Luggage Co., 18-22 W. 20th St., New York 11
- Acme Brief Case Co., Inc., 117 E. 24th St., New York
- Acme Metal Goods Mfg. Co., 2 Orange St., Newark 2, N. J.
- Acraft Mfg. Co., 455-57 N. Oakley Blvd., Chicago 12
- Admiral Handbag Co., 67 Kneeland St., Boston
- Adprint Corp., 836 Montgomery St., San Francisco
- Adpro Associates, 87 Weybosset St., Providence 3, R. I.
- Advance Novelty Co., 1133 Broadway, New York 10
- Advertisers Mfg. Co., Jackson St., Ripon, Wis.
- Advertisers Publishing Co., 944 Wall St., Ann Arbor, Mich.
- Advertising Leather Specialty Co., Inc., 302 5th Ave., New York 1
- Advertising Promotion Products, 20 W. 22nd St., New York 10
- Advertising Sales Aids, 212 E. 54th St., New York
- Advertising Souvenir & Calendar Co., 37 E. 28th St., New York 16
- Advertising Specialties Co., 741 W. Washington St., Indianapolis 4
- Advertising Specialties Mfg. Co., Inc., 218 E. 89th St., Brooklyn 36, N. Y.
- Advertising Specialties Associates, 114 Liberty St., New York 6
- Aetna Leather Novelty Co., 347 5th Ave., New York
- Affiliated Machine & Tool Co., 260 West St., New York 13
- John Ahlin & Co., 188 Garden St., Bridgeport 5, Conn.
- Aids for Good Housekeeping, 21 Plandome Rd., Manhasset, N. Y.
- Air King Luggage Co., 207-13 Greene St., New York 12
- Louis Aisenstein & Bros., Inc., 16 E. 40th St., New York 16
- Ajax Quilting & Mfg. Co., 3001 S. Kilbourn Ave., Chicago 23
- Alabe Crafts, Inc., 5th St. at Central, Cincinnati 2, Ohio
- Aladdin Industries, Inc., 703 Murfreesboro Rd., Nashville, Tenn.
- Alamo Sales Co., 220 5th Ave., New York 1
- Alba Art Studios, 2214 S. Michigan Ave., Chicago
- ALBE LAMP & SHADE CO., INC., 2042 AMBER ST., PHILADELPHIA 25
- Alden Associates, 1727 W. 27th St., Los Angeles 17
- Alexander Mfg. Co., Bloomington, Ill.
- Algene Mfg. Corp., 23-13 37th Ave., Long Island City 1, N. Y.
- Alka Novelty Co., Inc., 123 W. 28th St., New York 1
- Alladin Plastics Inc., 5771 W. 96th St., Los Angeles 45
- Mark Allan Luggage Co., 1025 Race St., Philadelphia
- Allen Mfg. Co., 1195 Alum Creek Dr., Columbus, Ohio
- Alliance Sales Co., 4220 W. Roosevelt Rd., Chicago
- Allied Basket Co., 429 Grand St., Brooklyn 11, N. Y.
- Allied Brief Case Co., 186 5th Ave., New York 10
- Allied Embroidery Corp., 1407 Broadway, New York
- Allover Mfg. Co., 18 St. and Flett Ave., Racine, Wis.
- All Plastics Corp., Box 0, Avon-By-The-Sea, N. J.
- All-Rite Pen Inc., 241 Hudson St., Hackensack, N. J.
- Almar Mfg. Co., Inc., 1270 Broadway, New York 1
- Alca Corp., Washington Heights, Eau Claire, Wis.
- Alpha Smoking Pipe Co., 202 Pennsylvania Ave., Brooklyn 7, N. Y.
- Altshul, Stern & Co., Inc., 9 E. 38th St., New York 16
- Alumin-Aire Luggage Inc., 118 W. 22nd St., New York 11
- THE ALUMINUM COOKING UTENSIL CO., INC., WEAR-EVER BLDG., 5TH AVE., NEW KENSINGTON, PA.
- Aluminum Specialty Co., 17 and Wollmer Sts., Manitowoc, Wis.
- Alvamar Mfg. Co., Inc., 1881 Park Ave., New York 35
- Amelia Earhart Luggage, 408 Market St., Newark 5, N. J.
- The American Binder Co., 230 Taaffe Pl., Brooklyn 5, N. Y.
- American Casserole & Specialty Co., Inc., 54 Franklin St., Brooklyn 22, N. Y.
- American Chewing Products Corp., 138 Mt. Pleasant Ave., Newark 4, N. J.
- American Copper Sponge Co., 189 Charles St., Providence 4, R. I.
- The American Crayon Co., Hayes Ave., Sandusky, Ohio
- American Electric Appliances Corp., 1060 Washington Ave., Bronx 56
- The American Fabrics Co., 1 W. 37th St., New York
- American Fab-Tex Co., 3348 W. Lake St., Chicago
- American Family Scale Co., 515 S. Laflin St., Chicago 17
- American Limoges China Corp., Sebring, Ohio
- American Merri Lei Corp., Halsey St. and Saratoga Ave., Brooklyn 33, N. Y.
- American Neckwear Mfg. Co., 320 S. Franklin St., Chicago 6
- Anchor Products Inc., 5641 Selmarine Ave., Culver City, Calif.
- Wis.
- American Umbrella Co., 11 W. 30th St., New York 1
- Amsterdam Printing & Litho. Co., Liberty and Forbes Sts., Amsterdam, N. Y.
- American Safety Razor Corp., 380 Madison Ave., New York
- American Textile Co., 49 and Harrison Sts., Pittsburgh 1
- American Thermo Appliance Co., 9th Ave., Grafton, Andover China Co., Inc., Andover, New York
- T. C. Andrews & Son, 13-163 Merchandise Mart, Chicago 54
- Animated Display Creators Inc., 111 S. 6th St., Minneapolis 2
- Anita Textiles, Box #401, Dalton, Ga.
- Anro Products Co., Inc., 4612 N. Ravenswood Ave., Chicago 40
- Anso, Charles St., Binghamton, New York
- Antioch Bookplate Co., Yellow Springs, Ohio
- Apex Mfg. Co., 115 Michigan Ave., Buffalo 4, N. Y.
- Apex Optical Corp., 50 Valley St., Providence 9, R. I.
- Apex Products Corp., 471 S. Federal Highway, Dania, Florida
- Aper Tire & Rubber Co., 505 Central Ave., Pawtucket, R. I.
- Appliance Corp. of America, 1165 Broadway, New York 1
- Arch Lamp Mfg. Corp., 96-100 Prince St., New York 12
- Archer Mailing List Service, 140 W. 55th St., New York 19
- Aristocrat Leather Products Inc., 292 5th Ave., New York
- The Armme Co., Ltd., 608 S. Dearborn St., Chicago
- Armstrong Products Corp., P.O. Box 940, Huntington 12, W. Va.
- Arrow Mfg. Co., 902 State St., Quincy, Ill.
- Artbeck Corp., 1432 W. Van Buren St., Chicago 7
- Artcraft Calendar Co., 121 S. 5th St., Philadelphia
- Artcraft Leather Goods Mfg. Co., 1357 N. Milwaukee Ave., Chicago 22
- Artisan Novelty Co., 2110 W. Commonwealth Ave., Alhambra, Calif.
- Artisan-Ware, Inc., 1580 W. 45th St., Brooklyn 34, N. Y.
- Artistic Tip Printing Co., 141 W. 24th St., New York
- Artistic Wire Products Co., Inc., East Hampton, Conn.
- Armstrong Co., 1255 N. 6th St., Milwaukee 12, Wis.
- Armstrong Plastics Corp., 1003 Oldtown Rd., Cumberland, Md.
- The Art Neth Co., 1494 Merchandise Mart, Chicago 54
- Art Plastics Mfg. Co., 1240 S. Main St., Los Angeles 15
- Art Textile Products Co., 108 W. 25th St., New York
- Artwire Creations, Inc., 41 Wayne Ave., Suffern, N. Y.
- Arvin Industries, Inc., Columbus, Ind.
- R. & N. Ash Inc., 347 5th Ave., New York 16
- Asher Broom Co., 1110 S. 2nd St., Philadelphia
- Ashland Rubber Products Corp., 716 Clark Ave., Ashland, Ohio
- Asquith Associates, Inc., 1150 Broadway, New York
- Athol Comb Co., 261 5th Ave., New York 16
- Atkins Industries, Inc., 1751 W. Devon Ave., Chicago 26
- Atlantic Playing Card Co., Inc., 45 W. 25th St., New York 10
- Aurora Industries, Inc., 413 W. Erie St., Chicago 10
- Aurora Jewelry Co., Div. Uncas Mfg. Co., 623 Atwell Ave., Providence, R. I.
- Automatic Recording Safe Co., 35 E. Wacker Dr., Chicago 1
- Automatic Toy Co., 77 Alaska St., Staten Island 10, N. Y.
- Autopoint Co., Div. Cory Corp., 1801 W. Foster Ave., Chicago 40
- Aztec Products Co., 710 N. First St., Grand Junction, Colo.
- Baby World Co., Inc., 36-32 34th St., Long Island City 6, N. Y.
- Bacharach, Inc., 230 5th Ave., New York 1
- BALLARD PENCIL CO., GLENWOOD, NEW JERSEY
- Balloonoff Metal Products Co., 2536 Euclid Ave., Cleveland 15, Ohio
- Banner Watch Co., 15 Maiden Lane, New York
- Barcraft Manufacturing Co., 12 Elbridge St., Jordan, N. Y.
- Barr Rubber Products Co., 1500 First St., Sandusky, Ohio
- Bartlett-Collins Co., Sapulpa, Okla.
- Ann Barton Jewelry, 99 Chauncy St., Boston, Mass.
- BASCA MFG. CO., 2222 N. OLNEY ST., INDIANAPOLIS
- C. J. Bates & Son, Chester, Conn.
- The Bates Mfg. Co., 30 Vesey St., New York 7
- John Baumgarth Co., 3001 N. Avenue, Melrose Pk., Ill.
- Bayes Mfg. Co., Inc., 30 Irving Pl., New York 3
- Bavshore Industries, Inc., P.O. Box 151, Elkton, Md.
- BBB Plastic Products, 133 First St., Keyport, N. J.
- Beach Leather Co., Coshocton, Ohio
- Beach Plastic & Metal Products, Inc., 280 Madison Ave., New York 16
- Beacon Plastics Corp., 83 Needham St., Newton Highlands, Mass.
- Beacon Sales Co., 37 S. Wabash, Chicago.
- Beaurine Industries, Inc., 105 S. Robert St., St. Paul 1, Minn.
- Behrend & Rothchild, 114 E. 23rd St., New York 10
- Belknap Corp., 1304 Sycamore St., Fremont, Ohio
- Beistle Co., 14-18 E. Orange St., Shippensburg 16, Penna.
- Belding Corticelli, 1407 Broadway, New York
- BELF & LUSTIG, 23 PARK PL., NEW YORK 7
- W. BELL & CO., 514 10TH ST., N.W., WASHINGTON 4, D. C.
- Bellaire Enamel Co., Bellaire, Ohio
- The Bellmore Leather Goods Co., 114 Columbus Ave., New York 23
- Belvidere Aluminum Co., 1200 Cedar St., Rockford, Ill.
- Benjamin & Medwin, Inc., 1150 Broadway, New York 1
- W. R. BENJAMIN CO., GRANITE CITY, ILL.
- The Bentley Co., 22 Summer Ave., Brooklyn, N. Y.
- Benner Glass Co., 170 San Fernando Rd., Los Angeles 31
- J. Bennett & Co., 360 Furman St., Brooklyn, N. Y.
- Bennington Brush Co., Inc., Bennington, Vt.
- Benrus Watch Co., 50 W. 44th St., New York
- E. G. Bentley Co., 228 N. LaSalle St., Chicago 1
- Maxwell Bentley Mfg. Co., 29-46 Northern Blvd., Long Island City, N. Y.
- Joseph R. Berger, 225 5th Ave., New York 10
- Maurice Bergman, 1520 McKinley St., Philadelphia 49
- Berkeley Industries, 230 5th Ave., New York 1
- Berkeley Mfg. Co., 2720 Archer Ave., Chicago
- Bersted's Hobby Craft, Inc., Box 497, Monmouth, Ill.
- Blade Master, Inc., 1564 First Ave., New York 28
- Blake & Conroy, 1107 Broadway, New York 10
- Blake Industries, 16738 E. Warren, Detroit, Mich.
- Arthur Blank & Co., Inc., 38 Causeway St., Boston 14
- Blisscraft of Hollywood, 927 N. Orange Dr., Hollywood 38
- Blossom Mfg. Co., 915 Broadway, New York
- Blue Ribbon Bakeware, Naperville, Ill.
- Blue Ribbon Promotions, 1309 Vine St., Philadelphia 7
- Blue Ridge Spread Co., 40 Worth St., New York 13
- BOBRIDGE PRODUCTS CORP., 350 5TH AVE., NEW YORK
- H. Boker & Co., Inc., 101 Duane St., New York 7
- Boland Mfg. Co., 3rd at Johnson, Winona, Minn.
- The Bolta Co., 151 Canal St., Lawrence, Mass.
- James F. Bond, 560 Warwick Rd., Haddonfield, N. J.
- Bond Handkerchief Co., 121 W. Central Blvd., Pallsade Park, N. J.
- Bonnie Bilt, Inc., 216 Lawrence Ave., Lawrence, N. Y.
- Bonny Products Co., 101 Park Ave., New York 17
- Bonnytex Co., Inc., 260 5th Ave., New York 1
- Boonton Handbag Co., Inc., 15 E. 32nd St., New York
- Boretz Mfg. Co., 136 W. 21st St., New York
- Bostwick Laboratories, Inc., 706 Bostwick Ave., Bridgeport 5, Conn.
- Bowen Lighter Co., 610 W. Willard St., Kalamazoo, Mich.
- Frank R. Bowler Co., 26 Longfellow Rd., Worcester, Mass.
- Bowman Specialty Co., 2710 Detroit Ave., Cleveland 13, Ohio
- Boyce-Lazarus Co., 5-7 N. Melcher St., Johnstown, N. Y.
- C. L. Bradford, Inc., Rm. 1486 Merchandise Mart, Chicago 54
- BRADLEY TIME CORP., 19 W. 24TH ST., NEW YORK 10
- Bradley Tool & Engineering Co., 915 Woodville Rd., Toledo, Ohio
- Braided Rug & Specialties Co., 28 Bayley St., Pawtucket, R. I.
- The Branchell Co., 6024 Lloyd Ave., St. Louis, Mo.
- Brandwein & Co., 6 E. Lake St., Chicago
- The Brearley Co., 2107 Kishwaukee St., Rockford, Ill.
- C. M. Brestone & Co., 19 S. Western Ave., Chicago 12
- Philip Brenner Associates, Inc., 292 5th Ave., New York 1
- Chas. D. Briddell Inc., Crisfield, Md.
- Bridgepoint Playing Card Co., Land Title Bldg., Philadelphia 10
- The Bridgeport Metal Goods Mfg. Co., 365 Cherry St., Bridgeport 5, Conn.
- Bridgeport Moulded Products, Inc., 75 Kings Highway Cut Off, Fairfield, Conn.
- Bridge Sales & Novelties, Inc., Roger and Perry Sts., Lowell, Mass.
- Bristol Mfg. Co., 1670 Morrow St., Green Bay, Wis.
- The Brittain Products Co., 2475 2nd St., Cuyahoga Falls, Ohio
- Broadcast Specialties Co., 120 W. 42nd St., New York 1
- A. N. BROOKS, 1452-A MERCHANDISE MART, CHICAGO 54
- H. W. Brown Co., 168 Main St., Chatham, N. J.
- John Clark Brown, Inc., 1 Montgomery St., Belleville 9, N. J.
- Brown & Kruger, Inc., 70 Franklin St., New York
- Brown & Serocke, 40 Worth St., New York 13
- Burr Inc., P.O. Box 91, Hasbrouck Hgts., N. J.
- Bruce, Richards Corp., 860 Broadway, New York
- Bruce Scott Co., 1020 Lakeside Ave., Philadelphia 26
- Brumberger Sales Corp., 34-34th St., Brooklyn 32, N. Y.
- The Brush Pottery Co., Dearborn St., Zanesville, Ohio
- The Buckeye Leather Co., Inc., 942 Main St., Coshocton, Ohio
- Budd Leather Co., 134 Jefferson St., Inwood, N. Y.
- Bugbee & Niles Co., Inc., 84 Chestnut St., N. Attleboro, Mass.
- Bulbs, Inc., 70 Pine St., New York 5
- Burcatt Mills, 302 N. Loomis St., Chicago 7
- Burgess Cellulose Co., Freeport, Ill.
- Robert J. Burnham, Inc., 809 Broadway, New York 3
- The Burns Mfg. Co., Inc., 1208 E. Water St., Syracuse 1, N. Y.
- Samuel Burnstine, 347 5th Ave., New York 16
- Burn-Strauss Inc., 6812 Sunset Blvd., Hollywood 28
- W. Atlee Burpee Co., Huntington Pk. Ave. at 18th St., Philadelphia 32
- Burpee Can Sealer Co., 128 W. Liberty St., Barrington, Ill.
- Burwood Products Co., Traverse City, Michigan
- A. G. Busch & Co., Inc., 2632 N. Central Ave., Chicago 39
- The Business Premium Promotion, 63 Clara St., Brooklyn 18, N. Y.
- George W. Button Co., 220 E. 125th St., New York 35
- The Buxbaum Co., 1212 7th St., S. W. Canton 1, Ohio
- Buy American Novelty Co., 146 W. 25th St., New York 1
- Byrne & Lentz, Inc., 48 Crescent Ave., Buffalo 14, N. Y.



Cable Electric Products, Inc., 234 Daboll St., Providence 7, R. I.  
 Cadie Chemical Products, Inc., 549 W. 132nd St., New York  
 Cadillac Hosiery Co., Inc., E. Grand River Ave. and Rudolph St., Detroit 26, Mich.  
 Cahill Mfg. Co., 500 W. 52 St., New York 19  
 Rupert S. Cain Co., 1330 Butterworth Rd. S.W. Grand Rapids, Mich.  
 Cal-Dak, Inc., 1201 Lincolney E., La Port, Ind.  
 Calvert Luggage Co., Inc., 209 W. Baltimore St., Baltimore, Md.  
 Camfield Mfg. Co., 718 N. 7th St., Grand Haven, Mich.  
 W. E. CAMPBELL CO., 32 N. WESTERN AVE., DAYTON, OHIO  
 The Campro Sales Co., 1300 4th St. S. W., Canton 2, Ohio  
 Cannon Mills Co., Inc., 70 Worth St., New York 13  
 Canvas Specialty Co., 54 W. 21st St., New York  
 Capitol Calendar & Novelty Co., 210 Mulberry St., Trenton, N. J.  
 Capitol Products, 118 S. 3rd St., Springfield, Ill.  
 Cappel-MacDonald & Co., 737 N. Michigan, Chicago  
 Cardinal Parfums, Inc., 763 Utica Ave., Brooklyn 3, N. Y.  
 Carlisle Mfg. Co., Inc., 109-35 Meeker Ave., Newark 5, N. J.  
 Carlson Products Inc., 6633 Olive Blvd., St. Louis 5, Mo.  
 Carousell Sportswear, 1017 Race St., Philadelphia 7, Penna.  
 Carrithers & Co., 224 W. Huron St., Chicago  
**CARRON INDUSTRIES, INC., LUDINGTON, MICH.**  
 Carvanite Products, 4641 Pacific Blvd., Los Angeles 58  
 Casey Co., Inc., 1132 S. Wabash Ave., Chicago  
 Casper's Crocodile Leather Co., Inc., P.O. Box 720, St. Augustine, Fla.  
 Casseline, Inc., 244 Oak St., Providence, R. I.  
 Castlewood Mfg. Co., Inc., 12 and Burnett Sts., Louisville 10, Ky.  
 Cathedral Envelope Co., Inc., 318 Franklin St., Buffalo 2, N. Y.  
 Cattaraugus Cutlery Co., Little Valley, N. Y.  
 Cavalier Glass Co., 21-16 44th Rd., Long Island City 1, N. Y.  
 Cellulose Industries, Inc., 260 W. Broadway, New York  
 Central Equipment Co., 1112 S. Wabash Ave., Chicago 5  
 Central Flag & Banner Co., 8463 St. Clair Ave., Rossmore (Cinti), Ohio  
 Central Novelty Co., 1 Washington Ave., Providence, R. I.  
 Central States Paper & Bag Co., 5221 Natural Bridge Ave., St. Louis 15, Mo.  
 Century Plastic Co., Hudson, Mass.  
 Century Products Works Inc., 503 W. 56th St., New York 1  
 Century Specialty Co., 836 W. Roosevelt, Chicago 8  
 The Ceraglass Co., Inc., 250 South St., Newark, N. J.  
 Champ Products Corp., 502 W. Chestnut, Union City, Ind.  
 Champion Implement Corp., 175 E. 87th St., New York 78  
 John L. Chaney Instrument Co., 858 Main St., Geneva, Wis.  
 Chaney Mfg. Co., Inc., Springfield, Ohio  
 Change-A-Blade Corp., 100 5th Ave., New York  
 Charm Products Mfg. Co., 225 Lafayette St., New York 12  
 Chase Silver Co., 303 5th Ave., New York  
 Chatham Mfg. Co., Inc., 915 Broadway, New York 10  
 Chattanooga Royal Co., Chattanooga, Tenn.  
**CHICAGO ELECTRIC DIV. SILEX CO., 6333 W. 65TH ST. CHICAGO 38**  
 Chicago Metallic Mfg. Co., 3711 S. Ashland Ave., Chicago 9  
 Chicago Roller Skate Co., 4458 W. Lake St., Chicago 24  
 Chelsea Lamp Shade Co., 671 Bergen St., Brooklyn 38, N. Y.  
 China Novelties & Artware Co., Park Ave. Ext., East Palestine, Ohio  
 David C. Choldin & Associates, 10106 Merchandise Mart, Chicago  
 The Christy Co., 905 Dickinson St., Fremont, Ohio  
 Circle Metal Mfg. Co., 4282 E. Pacific Way, Los Angeles 23  
 Citro Mfg. Co., 419 Broome St., New York 13  
 Claridge Novelty Co., 1181 Broadway, New York 1  
 Clark & Coombs Co., 162 Clifford St., Providence 3, R. I.  
 Glassy Products Corp., 38-25 54th St., Woodside 77, N. Y.  
 Claytor Corp., Rm. 609, 10 W. 33rd St., New York 1  
 Clayton Specialty Mfg. Co., 900 W. Lake St., Chicago 7  
 Clifford Walters Corp., 16 E. 50th St., New York 22  
 Clinton Watch Co., 29 E. Madison St., Chicago 2  
 Club Aluminum Products Co., 1250 W. Fullerton Ave., Chicago 14  
 Coimins Bros., 16-34 Nesbitt St., Newark 3, N. J.  
 A. Cohen & Son Corp., 27 West 23rd St., New York  
 Coleman Tree Pruners, Tioga Center, New York  
 Ross Coles & Co., Inc., 333 W. Lake St., Chicago  
 Collier Mfg. Corp., Three Oaks, Mich.  
 Colonial Alloys Co., Ridge Ave., and Crawford St., Philadelphia 29  
**COLOR CRAFT CO., 802 E. MARKET ST., INDIANAPOLIS**  
 Columbia Basin Plastics, 1900 S.W. Harbor Dr., Portland 1, Ore.  
**COLUMBIA CARD & STATIONERY CO., 319 DELL AVE., PITTSBURGH 16**  
 Columbia First Aiders, 2436 Bryn Mawr Ave., Chicago 45  
 Columbia Products Corp., 221 McKibben St., Brooklyn 6, N. Y.

Columbia Toy Products, 815 Cherry St., Kansas City, Mo.  
 Columbia Umbrella Co., Inc., 302 5th Ave., New York  
 Columbia Walescraft Ltd., 22 W. 32nd St., New York 1  
 Columbus Coated Fabrics Corp., 1280 N. Grant Ave., Columbus 16, Ohio  
 Columbus Plastics Products Inc., 1625 West Mound St., Columbus 4, Ohio  
 Comics Premium Co., 412 Greenwich St., New York 13  
 Comfort Lines Inc., 1735 W. Diversey Blvd., Chicago 14  
 Como Plastics Inc., 1703 Keller Ave., Columbus, Ind.  
 Comco Corp., 2251 W. St. Paul Ave., Chicago 47  
 Concord Shear Co., 71 Murray St., New York 7  
 Concord Woodworking Co., West Concord, Mass.  
 Jane E. Condit Associates, 220 5th Ave., New York 1  
 Conrad-Poncell, Inc., 64-19 Fresh Pond Rd., Ridgewood, Brooklyn 27, N. Y.  
 Continental Mfg. Co., Inc., 706 6th Ave., New York  
 W. H. Converse & Co., Palmer, Mass.  
 The H. C. Cook Co., Beaver St., Ansonia, Conn.  
 R. F. Cooke Mfg. Co., Orange, Mass.  
 Cooper Safety Razor Corp., 35 York St., Brooklyn 1, N. Y.  
 Coro, Inc., 47 W. 34th St., New York  
 Murray Corson, 855 6th Ave., New York 1  
 Cory Corp., 221 N. LaSalle St., Chicago 1  
 Count-Rite Corp., 5611 Hough Ave., Cleveland 3, Ohio  
 Courtland Toy Co., 200 5th Ave., New York 10  
 Craft Rug Mills, Inc., 303 5th Ave., New York 16  
 Crafters Inc., 12 S. Jefferson St., Chicago 6  
 Craftmaid Mfg. Co., Inc., 235 S. First, Brooklyn 11, N. Y.  
 Craftsman Brush Co., 12 Waverly Pl., New York 3  
 Craftwell Pottery Co., W. Cor. Somerset & Hancock Sts., Philadelphia 33  
 Craig Industries, Inc., 1650 W. Tusc. Canton, Ohio  
 Crescent Leather Goods Co., Lenni Mills, Penna.  
 Crescent Mfg. Co., 335 Ohio Ave., Fremont, Ohio  
 Crest Specialty, 2632 S. Dearborn St., Chicago 16  
 Crimmins Products, 226 E. Jacoby St., Norristown, Penna.  
 J. H. Cristol Co., 1140 Broadway, New York  
 Cromwell Silver Co., 40-05 21st St., Long Island City, N. Y.  
 The Crooksville China Co., Crooksville, Ohio  
 Crown Luggage Co., Inc., 413 W. Redwood St., Baltimore 1, Md.  
 Crown Pottery Co., Inc., 772 Division St., Evansville 7, Ind.  
 Cummins-Chicago Corp., 4740 N. Ravenswood, Chicago 40  
 Curley Co., Inc., 1432 N. Randolph St., Philadelphia 22  
 Cussons, May & Co., Inc., 715 Bowe St., Richmond, Va.  
 Damar Products Inc., 233 Frelinghuysen Ave., Newark 5, N. J.  
 M. B. Daniels & Co., Inc., 31-37 W. 27th St., New York 1  
 Daniels Clover Specialty Co., 4904 9th Ave. S., St. Petersburg, Fla.  
 Daniels Specialty Co., 3713 Sunset Dr., Homestead Park, Penna.  
 Danilo Mfg., Portland 16, Ore.  
 Dan-Richard Mfg. Co., 412 S. Green St., Chicago 7  
 Dard Products, 810 S. Pulaski Rd., Chicago 24  
 Dart Craftsman Corp., 240 Madison Ave., New York 16  
 Davis & Catterall, 1410 Broadway, New York 18  
 H. B. DAVIS CORP., 145 W. 15TH ST., NEW YORK  
 Dawn Co., 304 W. 63rd St., Chicago 21  
 Dewbre Leathercraft Inc., 909 Second Ave., Dallas, Texas  
 Debut Mfg. Corp., 1133 Broadway, New York  
 DeCo. Associates, 1310 E. 54th St., Chicago 15  
 Decorative Glass Co., 1026 Emerson St., Evanston, Ill.  
 Delmar Tie Co., Inc., 267 W. Federal St., Youngstown 3, Ohio  
**THE DELSAM CO., P. O. Box 1827, WILMINGTON, DEL.**  
 Delta Electric Co., Marion, Indiana  
 Dennad 5th Avenue, Inc., 307 5th Ave., New York 16  
 Designs Inc., 6060 College, Indianapolis  
 De Soto Mfg. Co., 1007 Washington Ave., St. Louis, Mo.  
**DETTY'S FISH GRIPPER, 132 ATKINS AVE., LANCASTER, PENNA.**  
 DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, N. Y.  
 Diamond Case Co., Inc., 30 W. 26th St., New York 10  
 Diamond Hand Prints Inc., 22 W. 27th St., New York 1  
 Dip Craft Mfg. Co., 1238 Voskamp St., Pittsburgh, Penna.  
 Diplomat Cigarette Holder Co., 33-58 59th St., Woodside, N. Y.  
 Dirlyte Co. of America, Inc., 1142 S. Main St., Kokomo, Ind.  
 Dispensers, Inc., 947 E. 62nd St., Los Angeles 1  
 Distinctive Embedments, Inc., P. O. Box 146, Providence 6, R. I.  
 Dome Publishing Co., Inc., 30-36 Smith St., Providence, R. I.  
 Dominion Electric Corp., 150 Elm St., Mansfield, Ohio  
 Donald Art Co., Inc., 230 5th Ave., New York  
 David D. Doniger Corp., 303 5th Ave., New York  
 M. A. Doppett, 1832 S. Canalport Ave., Chicago 16  
**DORBY CO., 1106-A MERCHANDISE MART, CHICAGO 54**  
 Dormeyer Corp., Kingsbury and Huron Sts., Chicago  
 Dover Products Co., 815 W. Arthington St., Chicago  
**DOW CORNING CORP., P. O. BOX 592, MIDLAND, MICH.**  
 Demel Mfg. Co., 2420 18th St., Racine, Wis.

Drexel Enterprises, Inc., Litchfield, Conn.  
 The Drum Co., Inc., P. O. Box #6, Bristol, Penna.  
 Dual Mfg. & Engineering, Inc., 9 Suffolk St., Holyoke, Mass.  
 Dualite Displays, Inc., 4819 Stafford St., Cincinnati 27, Ohio  
 Du-All Mfg. Co., 111 N. Eagle, Geneva, Ohio  
 DuBBie-James Co., 5 S. Wabash, Chicago  
 Harry R. Dubbs, 924 Hamilton St., Allentown, Penna.  
 Dudley Kebab, Inc., 5941 Avalon Blvd., Los Angeles 3  
 Edward J. Duffy, 1095 Merchandise Mart, Chicago 54  
 Dunn Brothers, 139 Baker St., Providence 5, R. I.  
 Amy M. Dunning, 105 Irving St., Cambridge 38, Mass.  
 Duplex Pen & Pencil Co., 65 W. Broadway, New York 7  
 Durable Fibre Sample Case Co., 207 Wooster St., New York 12  
 Durable Toy & Novelty Corp., 175 Essex St., Hackensack, N. J.  
 Duralast Corp., 1150 Broadway, New York  
 Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza S. Long Island City, N. Y.  
 Eagle Pencil Co., 703 E. 13th St., New York  
 Eagle Rubber Co., 710 Orange St., Ashland, Ohio  
 Eastern Aircraft Co., Manhasset, N. Y.  
 Eastern Metal Products Co., 8 Depot Square, Tuckahoe 7, N. Y.  
 Eastern Sales & Advertising Co., 201 W. Sheldon St., Philadelphia  
 Eastern Sales Enterprises, 220 5th Ave., New York 1  
 Easy Day Mfg. Co., 9-21 Station St., Brookline 47, Mass.  
 Eclipse Import Co., 5 E 17th St., New York  
 Eclipse Metal Mfg. Corp., 1166 Broadway, New York 1  
 Economy Novelty & Printing Co., 225 W. 39th St., New York 18  
 Economy Products Corp., 512 S. Peoria St., Chicago 7  
**ELDUND CO., INC., BURLINGTON, VT.**  
**BERNARD EDWARD CO., 5252 S. KOLMAR AVE., CHICAGO**  
 Ehlbert Products, 230 W. Superior St., Chicago 10  
 O. Eidinger Mfg. Co., 404 S. Kolmar Ave., Chicago 24  
 Ekco Products Co., 1949 N. Cicero Ave., Chicago  
 Elasticity Co., 900 Broadway, New York 3  
**ELDON MFG. CO., 1010 E. 62ND ST., LOS ANGELES 1**  
 The Electric Game Co., 75 Front St., Holyoke, Mass.  
 Elgin Co., 171 Madison Ave., New York 16  
 Elgin Novelties, 529 Commercial St., Provincetown, Mass.  
 L. A. Elkington Musical Products, 323 E. 34th St., New York 16  
 R. C. Elliott Advertising, 6760 2nd Ave., Los Angeles 43  
 Ellis Products Co., 600 W. Jackson Blvd., Chicago  
 The Elwood Co., 5530 W. Harrison St., Chicago 44  
**EMBASSY P. P. INC., 38 W. 32ND ST., NEW YORK**  
 The Embossing Co., Rm. 440, 200 5th Ave., New York  
**EMENEE INDUSTRIES, 200 5TH AVE., NEW YORK**  
 Emerson Radio & Phonograph Corp., 111 8th Ave., New York 11  
 Emery Advertising Co., 8251 W. First St., Los Angeles 48  
 Empire Advertising Co., Ft. Collins, Colorado  
 Empire Brushes, Inc., Port Chester, New York  
 Empire Curtain Co., 4077 Park Ave., New York 57  
 Empire Mfg. Co., 1111 Grand Ave., Kansas City, Mo.  
 Enger-Kress Co., 151 Wisconsin St., West Bend, Wis.  
 Envel-O-Pener, Inc., Citizen's National Bank, Independence, Kansas  
 Erell Mfg. Co., 1243 S. Wabash Ave., Chicago 5  
 Esquire Chemical Co., 8103 S. Main St., Downers Grove, Ill.  
 Essgee Sales Corp., 1061 St. Nicholas Ave., New York 22  
 Este Co., Inc., 385 5th Ave., New York 16  
 Ester Leather Co., 145 St. Paul St., Rochester, N. Y.  
 The Ettinger Mfg. Co., 1319 S. Michigan Ave., Chicago 5  
 Evans & Co., 400 Trumbull St., Elizabeth, N. J.  
 Evans Case Co., N. Attleboro, Mass.  
 Evans International Inc., 12 Arrow St., Cambridge 38, Mass.  
 Everlast, 225 5th Ave., New York 10  
 Everlast Pen Corp., 644 Broadway, New York  
 Ever-Lite Co., 40 E. 23rd St., New York 10  
 Harold Everets Co., 200 5th Ave., New York 10  
 The Ewing Co., 316 S. Rosemead, Pasadena 10, Calif.  
 Excel Mfg. Corp., Lock Box 952, Muncie, Indiana  
 Exclusive Distribution Co., 22 W. Madison St., Chicago 2  
 Exhibit Sales Co., 423 Market St., Philadelphia 6, Penna.  
 Ever Wear Trunk Works, 1210 S. Morgan St., Chicago  
 E-Z Por Corp., 4514 N. Broadway, Chicago  
 E-Z Products Co., 1836 Cornaga Ave., Far Rockaway, N. Y.  
 Fabrica Mfg. Corp., 1714 W. Division St., Chicago  
 Falco Products Co., 2620 Parrish St., Philadelphia 30  
 False Engineering Corp., 4733 Elm St., Bethesda, Md.  
 Famous Keystone Kits Corp., 1480 Milwaukee Ave., Chicago 40  
 Famous Shower Curtain Mfg. Co., 109 W. 26th St., New York  
 Fantus Paper Products, 440 N. Wells St., Chicago, 10  
 Farbach Chemical Co., Chase & Dane Sts., Cincinnati 23  
 Alfred Farber Enterprises, Inc., 71 W. 23rd St., New York 10  
 Faribault Woolen Mill Co., Faribault, Minn.  
 Featureistic Advertising Co., 20 2nd St., San Francisco  
 Federal Enameling & Stamping Co., P. O. Box 626, Pittsburgh 30, Penna.  
 The Federal Glass Co., 515 Innis Ave., Columbus 7, Ohio

Federal Tool Corp., 3600 West Pratt Blvd., Chicago 45  
 Fee & Stempel, Inc., 2210 Wabansia Ave., Chicago 47  
 W. R. Feemster Co., Brooklyn, Mich.  
 Feld & Co., 12th & Brown St., Philadelphia 23  
 J. C. Ferguson & Associates, 6 N. Michigan Ave., Chicago  
 Field Mfg. Co., Inc., 303 S. 5th Ave., New York 10  
 FINDERS MFG. CO., 3669 S. MICHIGAN AVE., CHICAGO 15  
 Fine Art Novelty Co., 23 E. 26th St., New York 1  
 I. M. Fischer Co., 292 S. 5th Ave., New York 1  
 Flagg & Co., Inc., 91 Boylston St., Jamaica Plain, Mass.  
 Flambeau Plastics Corp., 503 S. 7th St., Baraboo, Wis.  
 The Flexible File Co., 446 N. Wood St., Fremont, Ohio  
 Flint Hills Specialty Co., 316 N. 4th St., Burlington, Iowa  
 Flo-Ball Pen Corp., 16 E. 40th St., New York 16  
 Philip Florin, Inc., 358 S. 5th Ave., New York 1  
 Florn Co., 1261 Broadway, New York 1  
 Bud Florsheim Associates, 22 W. Monroe St., Chicago  
 Flowers of Hawaii, 67 S. Lafayette Park Pl., Los Angeles 57  
 Foam Rubber Products Co., 58 Thayer St., Boston  
 Foley Mfg. Co., 3300 S. 5th St., N.E. Minneapolis  
 Fontana Bros., 48 E. 21st St., New York 10  
 Forbes Products Corp., 625 S. Goodman St., Rochester 20, N. Y.  
**FOREIGN ADVISORY SERVICE CORP., PRINCESS ANNE, MD.**  
 Forest Yarn Co., 45 W. Scottdale Rd., Lansdowne, Penna.  
 Fortune Lamp Co., 32 Maujer St., Brooklyn 6, N. Y.  
 Francis & Lusk Co., Inc., 1218 McGavock St., Nashville 3, Tenn.  
 Frank & Son, Inc., 470-4th Ave., New York 16  
 Frankona Pottery, Sapulpa, Okla.  
 Frank Paper Products Corp., 2941 E. Warren, Detroit 7, Mich.  
 R. A. Frederick Co., Inc., 434 Elm St., Cincinnati, Ohio  
 Fremont Bags, 1874 Commonwealth Ave., Brighton 35, Mass.  
 Arthur Frey & Son, 200 S. 5th Ave., New York 4  
 A. Fritz & Co., 92 Greene St., New York 12  
 Frohock-Stewart Co., 8 Harris Ct., Worcester, Mass.  
**ADRIAN FRYLINK ASSOC., P. O. BOX 65, BABY-LON, N. Y.**  
 Fulton Mfg. Corp., 206 Michigan St., Toledo, Ohio  
 Fulton Tool Co., 426-432 Wythe Ave., Brooklyn 11, N. Y.  
 Funke & Hoffman, 41 Union Square, New York 3  
 M. K. Furman Co., 175 S. 5th Ave., New York 10  
 G. & S. Mfg. Co., 514 Deaderick St., Nashville 3, Tenn.  
 G & S Metal Products Co., 3148 W. 32nd St., Cleveland 9, Ohio  
 Gailstyn Co., Inc., 1150 Broadway, New York 4  
 A. Galewski & Sons, Inc., 119 W. 25th St., New York 4  
 Garco Mfg. Co., Inc., 744 N. Ada St., Chicago 22  
 Garden City Specialties, Inc., 910 W. Jackson Blvd., Chicago 7  
 Gardex, Inc., Michigan City, Indiana  
 Gardner & Co., 2222 S. Michigan Ave., Chicago 16  
 Garner & Co., 1164 Broadway, New York 1  
 Gay Garvin Co., 71 Richmond St., Providence, R. I.  
 Jay Fad Studios, Box 391, Lancaster, Ohio  
 Gay Games, Inc., 422 E. Howard St., Muncie, Indiana  
 I. Geller Co., 347 W. 42nd St., New York 36  
 General Diaries Corp., 319 Greenwich St., New York 13  
 General Luggage Corp., 5140 Reisterstown Rd., Baltimore 15, Md.  
 General Merchandise Supply Co., 1645 Hennepin Ave., Minneapolis  
 General Slicing Machine Co., Inc., Walden, N. Y.  
 General Trunk Co., 828 W. Roosevelt Rd., Chicago 8  
 W. S. George Pottery Co., 225 S. 5th Ave., New York 1  
 W. S. George Pottery Co., East Palestine, Ohio  
 Georgianna, P. O. Box 267, Dalton, Georgia  
 Gerlach-Barklow Co., 8 Richards St., Joliet, Ill.  
 Gerling Toy Co., 1107 Broadway, New York 1  
 Germain's, Inc., 747 Terminal St., Los Angeles 21  
**GERRY'S CREATIONS, 309 S. 5th AVE., NEW YORK 16**  
 Gibraltar Mfg. Co., 403 Communipaw Ave., Jersey City 4, N. J.  
 Gibson-Thomsen Co., Inc., 10 E. 39th St., New York 16  
 L. S. Gilbert Co., 1667 Northdard, Highland Park, Ill.  
 The Wm. L. Gilbert Clock Corp., 276 North Main St., Winsted, Conn.  
**GITZ MOLDING CORP., 1452 MERCHANDISE MART PLAZA, CHICAGO 54**  
 Glamour House Products, 286 S. 5th Ave., New York 1  
 Glasolier Co., 307 S. 6th St., Braddock, Penna.  
**FELIX GLATZ IMPORT CO., INC., 14 W. 23RD ST., NEW YORK 10**  
 Glenn Rug Co., Inc., 295 S. 5th Ave., New York 16  
 Globetrotter Luggage Mfg. Co., 113-15 Mercer St., New York 12  
 Glotite Corp., 1017 W. Washington Blvd., Chicago  
 Harry Pete Glowsky & Assoc., 7851 Ahern Ave., St. Louis 24, Mo.  
 The Gold Co., 11 W. 18th St., New York 1  
 Golden Star Polish Mfg. Co., 2901 11 E. 13th St., Kansas City 27, Mo.  
 Goode Products Co., 7542 Maie Ave., Los Angeles 1  
 Goodell Co., Antrim, N. H.  
 Good Will Specialty Co., 225 S. 3rd St., Minneapolis 1  
 Goodyear Printing & Stationery Co., 270 Lafayette St., New York 12  
 L. A. Goodman Mfg. Co., 131-145 W. 63rd St., Chicago 21  
 Goody Mfg. Co., 47 Buena Vista Ave., Yonkers, N. Y.  
 Gordon & Lewis Co., First St., Derby, Conn.  
 Gordon Mfg. Co., 110 E. 23rd St., New York 10  
 Gorra Bros., 320 S. 5th Ave., New York 1

Goshen Churn & Ladder, Inc., Goshen, Indiana  
 Gotham Industries, Inc., 2900 S. Michigan Ave., Chicago 16  
 John H. Graham & Co., Inc., 105 Duane St., New York 8  
 Grand Rapids Dowel Works, Grand Rapids 9, Michigan  
 Grand Specialty Co., 3737 W. Division St., Chicago 51  
 Granite Textile Mills, Inc., Midland Park, N. J.  
 Graton & Knight Co., Worcester 4, Mass.  
 Henry Green, Inc., 303 S. 5th Ave., New York 1  
 Simon Greenblatt & Son, Inc., 14 E. 17th St., New York  
 Greene Laboratories, 70 Middle Neck Rd., Great Neck, N. Y.  
 Gregor Fount-O-Ink Co., 3501 Eagle Rock Blvd., Los Angeles 65  
 Grenlo Products, 736 Broadway, New York 3  
 Greysaw of Georgia, Inc., 1132 Bankhead Ave., N. W. Atlanta, Ga.  
 J. Leo Grogan Co., 225 S. 5th Ave., New York 10  
 The Gromay Co., 1123 Broadway, New York 10  
 Wm. N. Gross Co., 87 Brady St., Sharon, Penna.  
**GROSSMAN STAMP CO., INC., 581-3 6th AVE., NEW YORK 11**  
 Paul K. Guillow, 110 New Salem St., Wakefield, Mass.  
 Guth Stern & Co., Inc., 159 W. 25th St., New York  
 Manny Gutterman & Associates, 100 N. LaSalle St., Chicago 2  
 H & H Distributing Co., 2023 Prospect Ave., Cleveland, Ohio  
 Haddon Products, Inc., 2066 Canalport Ave., Chicago 8  
 Hagerstown Leather Goods Co., Hagerstown, Md.  
 K. R. Haley Glassware Co., Inc., Main & Otterman St., Greensburg, Penna.  
 Hallmark Watch-Ring-Pearl Corps., 22 W. Madison St., Chicago  
 Halsey Import Co., 425 S. 4th Ave., New York  
 Hamilton Glass Co., 2750 W. Grand Ave., Chicago  
 Hamilton Mfg. Corp., Columbus, Indiana  
 Hamilton Metal Products Co., 855 S. 6th Ave., New York  
**C. S. HAMMOND & CO., MAPLEWOOD, N. J. HAMPDEN SPECIETY PRODUCTS, INC., EAST-HAMPTON, MASS.**  
 Hampden Watch Co., 29 E. Madison St., Chicago 2  
 Hancock Corp., 20th & Oxford Sts., Philadelphia  
 Victor B. Handel & Bro., Inc., 277 5th Ave., New York  
**HANDCRAFT NOVELTY CO., 2339 NOSTRAND AVE., BROOKLYN, N. Y.**  
 Handy Things Mfg. Co., N. Rowe St., Ludington, Michigan  
**HANSEN SCALE CO., P. O. BOX 267, NORTHBROOK, ILL.**  
 Harbud Associates, 3075 Fulton St., Brooklyn, N. Y.  
 Harday Mfg. Co., 1261 Broadway, New York  
 The Barker Pottery Co., Chester, W. Va.  
 Harman Watch Co., 22 W. 48th St., New York 36  
 A. G. Harmeyer & Sons, 2201 Section Rd., Cinti 37, Ohio  
 Russell Harrington Cutlery Co., 44 River St., Southbridge, Mass.  
 H. E. Harris & Co., 108 Mass. Ave., Boston 17, Mass.  
 Murray Harris, 308 Rittenhouse Claridge, Philadelphia 3  
 L. Harris Co., Inc., 244 S. 5th Ave., New York 1  
 Harrison & Smith Co., 520 Washington Ave., N. Minneapolis  
 Irving L. Hartman Co., 62 W. 39th St., New York 18  
 Harvell Mfg. Corp., Hubbard, Ohio  
 Harvey Advertising Co., P. O. Box 3, Waco, Texas  
**HARVILLE ROSE SERVICE, BOX 195, TYLER, TEXAS**  
 Hathaway Watch Co., 545 5th Ave., New York 17  
 Hausman Mfg. & Sales Co., 3737 W. Division St., Chicago 51  
 Walter E. Hayward Co., Inc., 20 Capron St., Attleboro, Mass.  
 Hazel-Atlas Glass Co., 15th & Jacob Sts., Wheeling, W. Va.  
 Hazelton Engineering Co., 8701 Grant Rd., St. Louis 23, Mo.  
 Health Guard Bag Co., 2814 Canton St., Dallas, Texas  
 Leonard Heim, 220 S. 5th Ave., New York 1  
 Helbros Watch Co., Inc., 6 W. 48th St., New York 36  
 Helenor Ltd. & Supply Co., 115 W. 30th St., New York 1  
 Morris Heller & Sons, 177 Pacific St., Brooklyn 2, N. Y.  
 Henkel-Clauss Co., Fremont, Ohio  
 Henning Onyx, Inc., 7225 Madison St., Forest Park, Ill.  
 J. T. Henry Mfg. Co., Inc., 2317 Whitney Ave., Hamden, Conn.  
 Robert Hensel Co., 2727 W. Liberty Ave., Pittsburgh 16, Penna.  
 Herold Mfg. Co., 715 W. Lake St., Chicago 6  
 Hermann & Jacobs Corp., 52 White St., New York  
 M. E. Heuck, Box 46, Cincinnati 20  
 The Hewitt Soap Co., Inc., 333 Linden Ave., Dayton 3, Ohio  
 Hickok Mfg. Co., 425 S. 4th Ave., New York  
 Hicon Products, Inc., Box 242, Sayville, New York  
 Hieraft-Leather-Products, 411 Bedford Ave., Brooklyn 11, N. Y.  
 Hi-Flier Mfg. Co., 510 Wabash Ave., Decatur, Ill.  
 Hill Advertising Specialties Co., 222 E. 46th St., New York 17  
 Hobby Hill, 225 N. Wabash Ave., Chicago  
 Charles P. Holland Co., 130 W. 42nd St., New York  
 Holt-Howard & Associates, 225 5th Ave., New York  
 Homeland Tailors, Inc., 2500 E. Ashland Ave., Baltimore 3, Md.  
 The Homemaker's Encyclopedia, Inc., 237 First Ave., New York 3  
 C. S. Honig, 22 E. 17th St., New York 3  
 David Horn Luggage Co., 424 Canal St., New Orleans 16  
 Horner Woolen Mills Co., Eaton Rapids, Michigan  
**HORNSBY & MCKINLEY, 6605 HOLLYWOOD, HOLLYWOOD**

L. J. Horton Advertising Specialty Co., 621 S. Capital Ave., Lansing, Michigan  
**THE HOUSE OF DOLLS, 311 N. DESPLAINES ST., CHICAGO 6**  
 Howe Folding Furniture, Inc., 1 Park Ave., New York 16  
 Hudson Hardkerchief Mfg. Corp., 476 Broadway, New York 13  
 Hull Pottery Co., Crooksville, Ohio  
 The Humphrey Co., Inc., Essex St., Stirling, N. J.  
 Humphrey-Callender, Inc., Box 521, Decatur, Ill.  
 C. Howard Hunt Pen Co., 7th & State Sts., Camden 1, N. J.  
 Hunt Products, Inc., 4821 Superior Ave., Cleveland 3, Ohio  
 Hunter Metal Industries, Inc., 230 S. 5th Ave., New York  
 R. P. Hussey Associates, Inc., 1150 Broadway, New York 1  
 Hyalin Porcelain, Inc., P. O. Box 460, Hickory, N. C.  
 Hydrex Tex Corp., 564 W. Adams St., Chicago  
 Hygiene Shower Curtains Mfg. Co., Inc., 261 S. 5th Ave., New York  
 Hygienic Specialties Co., 487 Broadway, New York 13  
 Ibroc Wood Products Co., Inc., P. O. Box 104, Auburn, Maine  
 Ideal Toy Corp., 200 S. 5th Ave., New York 10  
 Idemini Mfg. Co., 514 E. 84th St., Brooklyn, N. Y.  
 Illinois Merchandise Mart, 1227 Loyola, Chicago 26  
 The Imco Mfg. Corp., 541 S. 6th Ave., New York 11  
 Imos Specialties, 210 S. 5th Ave., New York 10  
 Imperial Advertising Corp., 4868 N. Ardmore, White Fish Bay, Wis.  
 Imperial Crayon Co., 649 Lexington Ave., Brooklyn 21, N. Y.  
 Imperial Knife Associated Co., Inc., 1776 Broadway, New York 19  
 Imperial Pen & Pencil Co., Inc., Fairgrounds, Nassau, N. Y.  
 Import-Export Sales, 211 Seybold Bldg., Miami  
 Indiana Glass Co., Dunkirk, Ind.  
 Industrial Studio, Inc., 67 S. 35th St., Brooklyn 32, N. Y.  
 A. J. Industries, 540 S. 2nd St., Delavan, Wis.  
 J. A. Industries, 12 Norfolk St., Cambridge, Mass.  
 The E. Ingraham Co., Bristol, Conn.  
 Inland Lithograph Co., 328 S. Jefferson St., Chicago 6  
 The Insignia Mart, 703 Broadway, New York  
 International Leather Goods Co., 347 S. 5th Ave., New York 16  
 International Plastic Co., 1950 S. 3rd Ave., New York  
 International Premium Co., Inc., 302 S. 5th Ave., New York  
 The Iona Mfg. Co., 24 Clark St., E. Hartford, Conn.  
 The Ironess Co., 414 N. 3rd St., Philadelphia 6  
 Irvin Ware Co., 43-20 S. 38th St., Long Island City 1, N. Y.  
 Iselin-Jefferson Co., Inc., 90 Worth St., New York  
 Island Mfg. Co., 1905 Surf Ave., Brooklyn 24, N. Y.  
 Jerome H. Jacobs, 286 S. 5th Ave., New York 1  
 M. H. Jacobs Co., 1405 Merchandise Mart, Chicago 54  
 Jacobson Co., 2 Bond St., New York 12  
 Jansen & Co., 560 DeKalb Ave., Sycamore, Ill.  
 Jarco Corp., 336 W. 37th St., New York 18  
 Jassem-Silver, Inc., 115 E. 23rd St., New York 10  
 Jay Broiler Co., 32-14 Northern Blvd., Long Island City, N. Y.  
 Jay-Ell Products Co., Inc., 48 E. 43rd St., New York 17  
**JAY SALES CO., 192 N. CLARK ST., CHICAGO**  
 Jefferson Mfg. Co., 2433 N. Orianna St., Philadelphia 33  
 H. L. Jesson Co., 124 W. 6th St., Los Angeles 14  
 Jet's Brand Products, 383 Pearl St., Brooklyn 1, N. Y.  
 Jet Mfg. Co., Inc., 288 Hyde Park Ave., Boston 30  
 Kenneth John Co., 3319 W. 35th St., Milwaukee, Wis.  
 Johnides Associates, 380 Riverside Dr., New York 25  
 Jolo Plastics Corp., 50 W. 29th St., New York 1  
 Joy Optical Co., 5 E. 18th St., New York 3  
 Jubilee Mart, 520 S. 5th Ave., New York 36  
 Justrite Mfg. Co., 2061 N. Southport Ave., Chicago 14  
 K-D Mfg. Co., 526 N. Plum St., Lancaster, Penna.  
 K & O Co., Inc., Bethpage, New York  
 Kartoon-Gide Co., Box 506, Troy, Ohio  
 Clayton Kaseman, 518 W. Chestnut St., Shamokin, Penna.  
 Frank M. Katz, Inc., 206 Lexington Ave., New York 16  
 Henry Katz Playthings, Inc., 200 5th Ave., New York  
 Kaufman Distributing Co., 325 Church St., New York 13  
 Leo Kaul Importing Agency, Inc., 2503 E. 75th St., Chicago  
 Kay-Ber, Inc., 9th & Wayne Sts., Olean, N. Y.  
 Kay Dee Sales Co., Charleston, R. I.  
 Kayser Art & Gift Co., 36 W. 17th St., New York 11  
 Keller Industries, Inc., 5796 W. 130 St., Cleveland 30, Ohio  
 Lloyd G. Kelly Music Box Co., Inc., Broadway, Hanover, Mass.  
 R. R. Kelllogg Advertising Services, Inc., 1710 W. Washington St., Los Angeles 7  
 Kemp Products, Ltd., 1280 Florence St., London, Canada  
 The Kemper-Thomas Co., Norwood Pk., Cincinnati 12  
 Kendall Mills, Walpole, Mass.  
 Kende Sales Corp., 307 5th Ave., New York  
 Wm. W. Kendrick Co., Inc., 604 Whittier St. N.W. Washington, D. C.  
 Kent Plastics Inc., 830 Monroe St., Hoboken, N. J.  
 Kenworth Mfg. Co., 3455 N. Holton St., Milwaukee 12, Wis.  
 Kesco Mfg. Co., 5614 Blackstone Ave., Chicago 37  
 Keystone Silver Inc., 509 W. 34th St., New York 1  
 Kilde Mfg. Co., Bloomfield, N. J.  
 Kilgore, Inc., Westerville, Ohio  
 Kingston Pencil Corp., Chattanooga 5, Tenn.  
 Kingston Watch Co., 48 W. 48th St., New York 36  
 The Kirchof Patent Co., Inc., Dietze Bldg., 60 Union St., Newark 5, N. J.  
 Klepa Arts, 8415 W. 3rd St., Hollywood 48, Calif.



Henry L. Klingler, 894 Bushwick Ave., Brooklyn 21, N. Y.  
 Knapp-Monarch Co., Bent & Potomac Ave., St. Louis 16, Mo.  
 Knickerbocker Plastic Co., 1107 Broadway, New York  
 The Edwin Knobel China Co., Newell, W. Va.  
 Fred J. Koch, 65 Madison Ave., New York  
 Leo S. Koch, 1150 Broadway, New York  
 Wm. A. Kolbert Sales Co., 339 5th Ave., New York  
 Ben J. Koral, 205 W. Wacker Dr., Chicago  
 Korlis Ltd., Englewood, N. J.  
 Kovax Products, 230 5th Ave., New York  
 R. KRASBERG & SONS, 2501 W. HOMER ST., CHICAGO 47  
 Emil B. Kraus & Sons, 810 Poplar St., Erie, Penna.  
 Kreis & Co., 316 S. Wabash Ave., Chicago 4  
 C. Kreusinger Co., White Hall, Md.  
 Krischer Metal Products Co., 631 Kent Ave., Brooklyn 11, N. Y.  
 Kusta, Inc., 2716 Franklin Rd., Nashville, Tenn.  
 LA BELLE MERCANTILE CO., 305 W. ADAMS ST., CHICAGO 6  
 Le Belle Silver Co., 212 5th Ave., New York 10  
 S. Lachman & Son, 6321 Blair Rd., N.W., Washington 11, D. C.  
 Lady Linda Covers, Inc., 398 Broadway, New York 13  
 Lafayette Electric Corp., 48 E. 21st St., New York 10  
 Harry S. LaFon Corp., 545 5th Ave., New York 17  
 LaGren Products, 5732 N. Kermore Ave., Chicago 40  
 Laitner Brush Co., 2000 Brooklyn Ave., Detroit 26, Mich.  
 Laminet Cover Co., 521 S. Wabash Ave., Chicago 5  
 Lamson & Goodnow Mfg. Co., Sheburne Falls, Mass.  
 Louis A. Landa, 7 W. Madison St., Chicago 2  
 Landa Leather Products Co., 113 S. Jefferson St., Chicago 6  
 The Lander Co., Inc., 200 5th Ave., New York 10  
 Lane & Co., 14660 Arminta St., Van-Nuys, Calif.  
 Edwin W. Lane Co., 37 W. Randolph St., Chicago 9  
 J. Lane Chair Co., 4808 Bergelein Ave., Union City, N. J.  
 Language Institute, Inc., 1827 Hamilton St., Allentown, Penna.  
 Lamsire Clock & Instrument Corp., 7548 S. Loomis Blvd., Chicago 20  
 The Larick Mfg. Co., 287 Broadway, New York 7  
 Larido Corp., 381 4th Ave., New York 16  
 S. E. Laszio, 25 Lafayette St., Brooklyn, N. Y.  
 Later Glove Mfg. Co., 442 W. Division St., Chicago 10  
 The Homer Laughlin China Co., Newell, West Va.  
 Laurel Potteries of California, 322 Hayes St., San Francisco  
 The Frank Lawrence Corp., 339 5th Ave., New York 16  
 Leadold Handbag Co., Inc., 10 E. 33rd St., New York 17  
 M. Leferman & Co., P. O. Box 722, Brooklyn, Mass.  
 Lee Art Co., Inc., 92 Elm St., Yonkers, N. Y.  
 Leeds's Traveler Corp., 185 Madison Ave., New York  
 Lee Industries, Inc., 1620 S. Canal St., Chicago  
 Lee Plastics Mfg. Co., 173 Lee Ave., Bridgeport, Conn.  
 Lee Products Inc., 55 E. Walnut St., Pasadena, Calif.  
 Lee Tex Rubber Corp. of Ill., 1711 Terra Cotta Pl., Chicago 14  
 Lee Watch Corp., 580 5th Ave., New York 36  
 Lehigh Handkerchief Co., 22 W. 76th St., New York  
 Lehman Bros., Silverware Corp., 197 Grand St., New York 13  
 Geo. S. Leiner & Co., 1250-54 Brook Ave., New York 56  
 Leinzin & Lippe, Inc., 1166 Broadway, New York 1  
 Lektrolite Corp., 545 5th Ave., New York 17  
 Robert Levitt, 6 E. 29th St., New York 17  
 Lewis Co., 212 Union St., Providence, R. I.  
 The Lewtan Co., 206 State St., Hartford, Conn.  
 Leyse Aluminum Co., Kewaunee, Wis.  
 Liberty National Corp., 200 5th Ave., New York 10  
 Liberty Marketing Corp., 200 5th Ave., New York 10  
 Liberty Steel Chest Co., 200 5th Ave., New York 10  
 Lido Toy Co., 521 Rider Ave., New York 51  
 Lieber & Son, 802 Forendale, New Oak, Mich.  
 Lifetime Cutlery Corp., 54 Knickerbocker Ave., Brooklyn 37, N. Y.  
 The Lippman Mfg. Co., 18 W. 18th St., New York 1  
 Light Metals Corp., 627 Beruman Ave., Louisville, Ky.  
 Like-Harts Industries, 102 W. Fleming, Fort Wayne, Ind.  
 The A. Lincoln Co., 400 Hamal Ave., Bridgeport 4, Conn.  
 Lincoln Lighting Products Inc., 311 N. Desplaines St., Chicago 6  
 Lincoln Metal Products Corp., 136 Clifton Pl., Brooklyn 38, N. Y.  
 LINCOLN RUBBER CO., 1399 ATLANTIC AVE., BROOKLYN 16, N. Y.  
 Lisk-Savory Corp., 236 Gorham St., Canandaigua, N. Y.  
 Lith-O-Ware Products Inc., 4610 W. 21st St., Chicago  
 Lockite Co., Inc., 16 Glenwood St., Gloversville, N. Y.  
 Lawrence A. Lockwood Co., 165 E. Erie St., Chicago 11  
 Ben S. Loeb Inc., 290 5th Ave., New York  
 Logan Electrical Snc. Mfg. Corp., 1431 W. Hubbard St., Chicago 12  
 Loma Plastics Inc., 3000 W. Pafford St., Fort Worth, Texas  
 The Lorben Corp., 21 Cleveland St., Valley Stream, N. Y.  
 Louell Products Co., 423 Fulton St., Brooklyn, N. Y.  
 Louisville Bedding Co., 40 Worth St., New York  
 Camilla Lucas, 3 E. 28th St., New York 16  
 Luce Mfg. Co., Gt.ton, Vermont  
 L-U-C-E Mfg., 6300 St. John Ave., Kansas City, Mo.  
 Lupor Metal Products Inc., 1178 E. 180 St., Bronx 60  
 The Lux Clock Mfg. Co., 95 Johnson St., Waterbury, Conn.  
 The Lux Co., Inc., 315 W. Franklin St., Elkhart, Ind.  
 Lynch-Jamentz Co., 2311 Riverside Dr., Los Angeles 39  
 Lyn White Inc., 196 Prince St., New York 12  
 A. P. McAuley Co., 49 Worth St., New York  
 The Stewart B. McCulloch Co., 72 E. Montecito St., Sierra Madre, Calif.

McDonald Products Corp., Duk-It Bldg., 721 Seneca St., Buffalo 10, N. Y.  
 Manning Bowman Div., McGraw Electric Co., Elgin, Ill.  
 C. McKinnis & Associates, 3910 W. 87th St., Chicago  
 McKinnon Leather Products Corp., 511 E. 164th St., New York 56  
 MacArthur Products, Inc., 34 Front St., Indian Orchard, Mass.  
 Mack Molding Co., Wayne, N. J.  
 Macon Umbrella Corp., 2 Ingraham St., Brooklyn 6, N. Y.  
 Madison Industries, Inc., 240 Huron St., Toledo, Ohio  
 Maggie Magnetic, Inc., 40 E. 32nd St., New York  
 Magic Mop Co., Inc., 8427 S. Chicago Ave., Chicago 17  
 Magla Products, 412 Halsey St., Newark 2, N. J.  
 Magnex, Inc., 845 Broadway, Denver 3, Col.  
 Magnus Harmonica Corp., 439 Frelinghuysen Ave., Newark 5, N. J.  
 Magro Bags, Inc., 323 S. Franklin St., Chicago 6  
 M. Maisel Co., Inc., 621-629 Kent Ave., Brooklyn 11, N. Y.  
 The Majestic Silver Co., 241 Wolcott St., New Haven, Conn.  
 Major Sportswear Co., 812 Greenwich St., New York 14  
 Mak Well Leather Goods Co., 347 5th Ave., New York 16  
 Malden Mop & Brush Co., 7-27 S. Eden St., Boston 29  
 Manhattan Crockery Co., Inc., 197 Bowery, New York 2  
 The Manhattan Shirt Co., 444 Madison Ave., New York  
 Leo Mann & Co., 166 Essex St., Boston 11  
 M. Marcus Co., 132 W. 21st St., New York  
 Marhar Mfg. Co., P. O. Dr. 309, East Orange, N. J.  
 The Marbill Co., Inc., 235 5th Ave., New York 16  
 Maritz Sales Builders, 233 Broadway, New York 7  
 Markandy, Inc., 145 Grand Ave., St. Louis 22, Mo.  
 H. Markham & Co., 5 S. Wabash Ave., Chicago 3  
 S. Markham, 48 W. 25th St., New York 10  
 Mark Specialty Co., 183 St. Paul St., Rochester 4, N. Y.  
 Marlene Linens, 358 Broadway, New York  
 Marshall Rubber Co., 4622 E. Grand Ave., Dallas 23, Texas  
 Marshall Mfg. Co., 1061 W. 11th St., Cleveland, Ohio  
 Marshall Industries, 202 S. State St., Chicago 20  
 Marshall Plastics Co., 308 N. Morton Okmulgee, Okla.  
 Martin & Wilson, 200 5th Ave., New York 10  
 The Martin Co., 14-104 Merchandise Mart, Chicago 54  
 Mary Mathew Products Co., 140 W. 22nd St., New York 11  
 Mason Can Co., East Providence 14, R. I.  
 Mason's Plastics, Inc., 719 Broadway, New York  
 Master Addresser Co., 65 W. Lake St., Minneapolis 16  
 Masterbilt Products Corp., 325 S. Walnut St., South Bend, Ind.  
 Mastercrafters Clock & Radio Co., 216 North Clinton St., Chicago 6  
 Mastercraft Plastics Co., Inc., 95-01 150th St., Jamaica 35, N. Y.  
 Mastercraft Products, 212 Summer St., Boston 10  
 Master Metal Products, Inc., 291 Chicago St., Buffalo 5, N. Y.  
 Master Products Co., 701 N. Greenwood Ave., Clearwater, Fla.  
 Master Specialty Co., 3725 Monitor Ave., Minneapolis 16  
 Mastur Mfg. Co., 2415 N. Howard St., Philadelphia 33  
 Match Corp. of America, 3433-43 W. 48th Pl., Chicago 37  
 Geo. C. Matteson Co., 807 W. 39th St., Kansas City 11, Mo.  
 The Matt King Co., 95 Madison Ave., New York 16  
 Maxwell-Phillip Co., Inc., 225 5th Ave., New York 10  
 Mayer Mfg. Corp., 3140 W. 51st St., Chicago 32  
 T. H. Meade Associates, 40 Worth St., New York 13  
 Mechanical Mirror Works, Inc., 661-663 Edgecombe Ave., New York 37  
 MECHANICAL SPECIALTIES CO., 340 W. HURON ST., CHICAGO 10  
 Meddie Mfg. Co., 213 First Ave., N. Minneapolis 1  
 Medico Pipes Inc., 18 E. 54th St., New York 22  
 Mell Hoffmann Mfg. Co., 1827 W. Webster, Chicago 14  
 Melnor Metal Products Co., Inc., 10-40 45th Ave., Long Island City, N. Y.  
 Melrose Lamp & Shade Co., Inc., 1915 Park Ave., New York 35  
 Melton Pub. Co., 301 Wirthman Bldg., Kansas City 3, Mo.  
 Mercury Electro-Prod., Inc., 500 E. 40th St., Chicago 15  
 Merit Creations, Inc., 324 Northrop Ave., Mamaroneck, N. Y.  
 Metalcraft Mfg. Corp., 1025 Firestone Blvd., Memphis 7, Tenn.  
 Metal Novelty Mfg. Co., 1539 Myrtle Ave., Brooklyn 27, N. Y.  
 Met-Ron Cookware, 930 10th St., Racine, Wis.  
 Metropolitan Souvenir & Flag Co., 4802 Farragut Rd., Brooklyn, N. Y.  
 J. Radley Metzger Co., Inc., 119 E. 38th St., New York  
 W. F. MEYER & SONS INC., 1494 MERCHANDISE MART, CHICAGO 54  
 H. C. Meyers Co., 15 Mereland Rd., New Rochelle, N. Y.  
 Martin Meyers Co., 2817 N. Broad St., Philadelphia 32  
 Meynell Mfg. Co., Box 1805, Erie, Penna.  
 Micro-Lite Co., Inc., 1775 Broadway, New York 19  
 Midhurst China Co., Inc., 129 5th Ave., New York 3  
 Mid-State Products Co., Box 2866, Cleveland 16, Ohio  
 Mill Distributors, Inc., 1266 W. 6th St., Cleveland, Ohio  
 MELVIN G. MILLER CO., 4010 NAVIGATION BLVD., HOUSTON, TEXAS

Millerand, Inc., 71 5th Ave., New York  
 A. Harold Mills, 1150 Broadway, New York  
 Mills Sales Co., 26 W. 23rd St., New York  
 Milshin Products, 36 E. Merrick Rd., Freeport, N. Y.  
 Willard Miner Co., Barrington, Ill.  
 The Misco Corp., 909 10th St., Huntington Beach, Calif.  
 Mission Bead Co., 2328 W. Pico Blvd., Los Angeles 6  
 Mitchell Rubber Products, 2134 San Fernando Rd., Los Angeles  
 Mitten Toy Mfg. Co., Inc., 649 Broadway, New York  
 Modern Carpet Sweeper Co., Inc., 17-19 Rush St., Brooklyn 11, N. Y.  
 Modernex Mfg. Co., 252-254 Central Ave., Brooklyn 21, N. Y.  
 Modern Sales Co., 87-10 Queens Blvd., Elmhurst 73, N. Y.  
 MODERN SPECIALTIES CO., 4301 W. OGDEN AVE., CHICAGO 23  
 Modglin Co., Inc., 3235 San Fernando Rd., Los Angeles 65  
 Moe Light Inc., 700 Oak St., Fort Atkinson, Wis.  
 The Mohican Rubber Co., Miller St., Ashland, Ohio  
 Monarch Cutlery Mfg. Co., Inc., 7200 Adams St., North Bergen, N. J.  
 Monarch Luggage Co., Inc., 542 W. 27th St., New York  
 Mondaine, 9 E. 32nd St., New York  
 The Monoco Co., Hamden (New Haven) Conn.  
 Monro Products Inc., 347 5th Ave., New York  
 Monument Mfg. Co., Mill St., Assonet, Mass.  
 Monument Mills, Inc., 991 6th Ave., New York 18  
 Moody Machine Products Co., Inc., 42 Dudley St., Providence, R. I.  
 Moore Enameling & Mfg. Co., W. Lafayette, Ohio  
 Monnet, Inc., 30 New York 10  
 Lee J. Morris, 1133 Broadway, New York 10  
 Bert M. Morris Co., 8651 W. 3rd St., Los Angeles 48  
 Sig Morway & Associates, Inc., 1150 Broadway, New York 1  
 The Moses Bros., 1149 Merchandise Mart, Chicago 54  
 M. E. Moss & Co., 11 Irving St., Hartford 12, Conn.  
 John F. Mueller Associates, Inc., P. O. Box 44, New York 33  
 Multi Products, Inc., 1920 S. Western Ave., Chicago 8  
 Multiple Products Corp., 55 W. 13th St., New York 11  
 Munising Wood Products Co., Inc., 666 Lake Shore Dr., Chicago  
 MUSCOGEE MFG. CO., COLUMBUS, GA.  
 A & R Music Box Co., 582 3rd Ave., New York 16  
 Mutual Plastic Mold Co., 5141 Firestone Pl., South Gate, Calif.  
 Myron Mfg. Corp., 114 W. 17th St., New York  
 Nadel & Sons, 26 E. 22nd St., New York 10  
 Henry Nagler, 132 Essex St., Boston 11, Mass.  
 Nalle Plastics, Inc., 108 W. 2nd St., Austin, Texas  
 Namelco, Inc., 4300 Euclid Ave., Cleveland 3, Ohio  
 Nancy Sales Co., Inc., 523 Medford St., Charlestown, Mass.  
 Nappe-Smith Mfg. Co., Southard Ave., Farmingdale, N. Y.  
 E. T. Nash Merchandise Co., 725 Broadway, New York 3  
 National Calendar & Advertising Specialties Co., 31 Gibbs St., Rochester  
 National Can Corp., 110 E. 42 St., New York 17  
 National-Detroit Pub., Inc., 3000 W. Fort St., Detroit 16  
 National Feather & Down Co., 160-166 7th St., Brooklyn 15  
 National Photostamp Co., 654 Broadway, New York 12  
 National Presto Industries, 10 W. Madison St., Eau Claire, Wis.  
 National Sales, P. O. Box 1260, Ft. Lauderdale, Fla.  
 National Sales Co., 2805 E. 79th St., Chicago 49  
 National Silver Co., 295 5th Ave., New York  
 Neeve Mfg. Co., 1427 Chestnut Ave., Kansas City, Mo.  
 Nesco Inc., 250 N. 12th St., Milwaukee, Wis.  
 Nesor Products Corp., 20 E. Jackson Blvd., Chicago 4  
 Nestor Johnson Mfg. Co., 1900 N. Springfield Ave., Chicago 47  
 Nevco Wood Products Co., Inc., 15 White St., New York 13  
 The Newhouse Co., 207 W. Main St., Arlington, Texas  
 New City Leather Goods Co., 4448 S. Ashland Ave., Chicago  
 New England Mop Co., 335 Barton St., Pawtucket, R. I.  
 Arthur M. Newhouse, 17 N. Wabash Ave., Chicago 2  
 Newland, Schneeloch & Piek, Inc., 1107 Broadway, New York 10  
 New London Industries, Inc., 301 E. 138th St., Chicago 27  
 New Process Studios, 175 5th Ave., New York 10  
 New York Umbrella Co., Inc., 16 W. 32nd St., New York 1  
 Norma Pencil Corp., 137 W. 14th St., New York 11  
 Normar Products Inc., 63 Tiffany Pl., Brooklyn, N. Y.  
 North American Handkerchief Corp., 251 W. 30th St., New York 1  
 North American Lace Co., Inc., 295 5th Ave., New York  
 Northport Products Inc., 131 Scudder Ave., Northport, N. Y.  
 Northwest Plastics Inc., 65 Plato Ave., St. Paul, Minn.  
 Northwestern Bottle Co., 3132-44 N. Broadway, St. Louis, Mo.  
 Norton Honer Mfg. Co., 1432 W. Van Buren St., Chicago 7  
 Norco Plastics, Inc., 1701 Gaskell Ave., Erie, Penna.  
 Novel-Craft Mfg. Co., 58 E. 11th St., New York 3  
 Novel Mfg. & Dist. Corp., 33 2nd Ave., New York 3  
 Nu-Dell Plastics Corp., 2250 N. Pulaski Rd., Chicago 39  
 Nutone, Inc., Madison & Red Bank Rds., Cincinnati 27, Ohio  
 The Oak Rubber Co., 200 5th Ave., New York

Ocean City Mfg. Co., A & Somerset Sts., Philadelphia 34  
 Neil S. O'Donnell Ltd., 25 Bloor St., W. Toronto, Ontario  
 Old Colony Middlebury Sales Co., 220 Washington St., Braintree, Ill.  
 Old Empire Inc., Mt. Prospect & Verona Aves., Newark 4, N. J.  
 Harold K. Olet, 305 47th St., New York 17  
 Ollendorf Watch Co., 2020 47th St., New York  
 Olympic Luggage Corp., Olympic Bldg., Kane, Penna.  
 Omo Mfg. Co., 305 Broadway, New York 10  
 ORCHIDS OF HAWAII, INC., 54 W. 56TH ST., NEW YORK 19  
 The Leonard Ordman Co., Inc., 415 Callowhill St., Philadelphia 23  
 Osrow Products Co., Inc., 95-10 218th St., Queens Village, N.Y.  
 Otto Owings Inc., 2710 Live Oak St., Dallas, Texas  
 Owens Brush Co., 901 Buckingham St., Toledo, Ohio  
 Libbey Div., Owens-Illinois Glass Co., Box 1035-36, Toledo 1, Ohio  
 Owens Mfg. Co., Box 183, Tullahoma, Tenn.  
 Ox Fibre Brush Co., Inc., Frederick, Md.  
 Oxford Drapery Co., 205 "A" St., Boston 10  
 Oxwall Tool Co., Ltd., 928 Broadway, New York 10  
 P & M Doll Co., Inc., 1107 Broadway, New York 10  
 Pack-It, 7 Brown St., Newark, N. J.  
 Palmer Paint Sales Co., Inc., 4258 Woodward, Detroit, Mich.  
 Panaf Mfg. Co., Inc., P. O. Box 1910, Milwaukee 1, Wis.  
 Paragon Woodturning Co., Inc., 431 W. 28th St., New York  
 Paramount Calendar Co., 15712 Miles Ave., Cleveland 5, Ohio  
 Paramount Calendar & Novelty Co., 1189 Broadway, New York 1  
 J. F. Parker & Son, 507 N. Erway St., Dallas 1, Texas  
 PARKER-GAINES, DIV. TEX. MACHINE CO., 38-06 31ST ST., LONG ISLAND CITY 1, N. Y.  
 Parker Mfg. Co., P. O. Box 1271, Warren, Ohio  
 The Parker Metal Decorating Co., 1301-1331 S. Howard St., Baltimore 30, Md.  
 Parvin Mfg. Co., 1155 S. San Pedro St., Los Angeles 15  
 Patent Novelty Co., 303 8th Ave., Fulton, Ill.  
 Paulmay Co., 14 W. 17th St., New York 11  
 Pearce Woolen Mills, Latrobe, Penna.  
 Pearl-Wick Corp., 27-50 First St., Long Island City 2, N. Y.  
 Peerless Machine & Tool Corp., 176 Johnson St., Brooklyn 1, N. Y.  
 Peerless Plastics, 47 West St., New York  
 Peerless Textile Co., 558 Monroe Ave., Detroit, Mich.  
 Peerless Traveling Goods Co., Mayville, Wis.  
 Peggy Cloth-Books, Inc., 109 Worth St., New York 13  
 The Pelletier Glass Co., 518 De Leon St., Ottawa, Ill.  
 Pencil Advertising Co., 1607 Wichita St., Dallas, Texas  
 Pencil Specialty Co., 810 Monroe St., Hoboken, N. J.  
 Penn-L, Troy, Penna.  
 Penn State Industries, 260 N. 3rd St., Philadelphia  
 Pennwood Numechron Co., 7249-51 Frankstown Ave., Pittsburgh 8, Penna.  
 The Pen-Rite Corp., 744 E. 138th St., New York 54  
 Peoria Plastic Co., 215 Taylor Ave., East Peoria, Ill.  
 Percentometer, 38 Park Row, New York  
 Perfecake Pan Co., 170 Summer St., Boston  
 Perma-Ad, 200 W. 34th St., New York  
 Personal History Agency, Inc., 1420 Walnut St., Philadelphia 2  
 Eugene E. Peterson Co., Inc., 30 Church St., New York 7  
 Phelon Magnagrip Co., Inc., 70 Maple St., East Longmeadow, Mass.  
 Phelps Mfg. Co., 916 N. 15th St., Terre Haute, Ind.  
 Philip's Neckwear, 20 W. 22nd St., New York 10  
 Phillips-Buttrick, Inc., 11 E. 26th St., New York  
 Henry Phillips Co., Baryton, Mich.  
 Phoenix Table Mat Co., 1718 E. 75th St., Chicago  
 Phylko Sales Co., 2514 W. Peterson Ave., Chicago 45  
 Pickard Handbag Co., Inc., East Molly Rd., East Syracuse, N. Y.  
 Piedmont Southern Co., 40 Worth St., New York 13  
 Pilgrim Leather Goods Co., Inc., Haverhill, Mass.  
 Charles Pinduck, Inc., 45 W. 34th St., New York 1  
 Plasco Mfg. Co., 339 Cotton Belt Bldg., St. Louis, Mo.  
 The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64  
 Plastic Fabricators Inc., 401 Chapel St., New Haven, Conn.  
 Plastic Film Products Corp., 58 W. Exchange St., Akron 6, Ohio  
 Plastic Foam Products, 948-54 Metcalf Ave., New York  
 Plastic Innovations Inc., 185 Riverdale Ave., Yonkers, N. Y.  
 Plasticloth Products, Inc., 920 Broadway, New York 10  
 Plastic Metal Mfg. Co., 3550 N. Spaulding, Chicago 18  
 Plastic Molded Arts, 12-01 44th Ave., Long Island City 1, N. Y.  
 Plastics Unlimited, 1452 Merchandise Mart Plaza, Chicago  
 Plast-O-Matic Corp., 37 Spruce St., Leominster, Mass.  
 Plaut & Lederman, 1173 Merchandise Mart, Chicago 54  
 Ply Line Co., 1211 38th St., Brooklyn, N. Y.  
 Plymouth Industries, Inc., P. O. Box 651, Meriden, Conn.  
 Polacast Inc., P. O. Box 178, Blue Ash, Ohio  
 Pollak Industries Corp., Box 353, Escanaba, Mich.  
 Polaron Products Inc., 55th Ave., East, New Rochelle, N. Y.  
 Portable Electric Tools, Inc., 320 W. 83rd St., Chicago 20  
 Portland Woolen Mills, Inc., P. O. Box 2620, Portland, Ore.  
 Postmatic Co., 1549-51 Belfield Ave., Philadelphia 41  
 Poster Brothers, Inc., 1319 S. Michigan Ave., Chicago 5

Post Watch Co., Inc., 607 5th Ave., New York  
 Power-Loom Rug Co., Inc., W. Linden & 8th Sts., Scranton 3, Penna.  
 Premium Development Corp., 903 Broadway, Cincinnati, Ohio  
 PREMIUM PRACTICE, 386 4TH AVE., NEW YORK 16  
 Premium Sales, 59 Pearl St., Brooklyn 1, N. Y.  
 Premium Service Co., Inc., 119 W. 19th St., New York 11  
 Premium Specialties, 21 W. Illinois St., Chicago  
 Premiumwares, Inc., 87 34th St., Brooklyn, N. Y.  
 Prepac, Inc., 151 W. 26th St., New York 1  
 Pres-A-Lite Corp., 432 4th Ave., New York 16  
 Samuel L. Presner, Box 4550 CT. Coral Gables, Fla.  
 Prevue Products Inc., 250 W. 39th St., New York 18  
 Prevue Radcell Co., 343 S. Dearborn St., Chicago 4  
 Prime Luggage Mfg. Co., Inc., 33-37 Bleeker St., New York 12  
 Prince Gardner Co., 2025 S. Vandeventer, St. Louis, Mo.  
 Process Co. of America, ProCo Bldg., Bay Harbor Islands, Miami 41  
 Proctor Electric Co., 3rd and Hunting Park Ave., Philadelphia 40  
 Product Engineering & Development Co., 5 N. Tyler Ave., Hopkins, Minn.  
 Product Miniature Co., Inc., 220 S. 54th St., Milwaukee 14, Wis.  
 Products of Georgia, Inc., 110 E. Broad St., Louisville, Ga.  
 Progress Calendar Co., 2722 W. Travis St., San Antonio 7, Texas  
 Promotional Products Co., 220 5th Ave., New York 1  
 Promotional Publishing Co., 220 5th Ave., New York 1  
 Protection Products Co., 2637-69 W. Polk St., Chicago  
 Purinton Pottery Co., Box 83, Shippensburg, Penna.  
 Q. Products Corp., Pleasantville, New York  
 Quality Products Mfg. Co., Inc., 105 E. 17th St., Los Angeles 15  
 Queen City Buckle Mfg. Co., Cincinnati 1, Ohio  
 Queen Lace Co., 320 5th Ave., New York  
 Queen Mode Plastic Corp., 507 W. 132nd St., New York 27  
 Quikuit Inc., Fremont, Ohio  
 Radio Picture Frame Co., Inc., 1056 Wyckoff Ave., Brooklyn 27, N. Y.  
 Rainbow Crystal, 148 Main St., Flemington, N. J.  
 Rainbow Art Co., Inc., 1500 Adams Ave., Huntington 4, W. Va.  
 S. E. Rains Co., Inc., 185 Madison Ave., New York 16  
 Rand McNally & Co., 111 8th Ave., New York 11  
 Rand Products Co., Inc., 203 Bergen Turnpike, Little Ferry, N. J.  
 Rawl Engineering & Mfg. Co., Inc., 167 Valley St., Providence, R. I.  
 RAYMOND CHENILLE CO., 294 AUBURN ST., CRANSTON, R. I.  
 Raynor's Advertising Service, 30 Orowoc Dr., Islip, N. Y.  
 Ray Plastic Co., 9 Howe St., Leominster, Mass.  
 Ready Reference Pub. Co., 406 W. 31st St., New York 1  
 Readyrite Co., 11039 Manchester Rd., Kirkwood, Mo.  
 Louis A. Rehbock & Associates, 1923 E. Morgan Ave., Milwaukee, Wis.  
 Redi-Record Products Co., 598 Broadway, New York 12  
 W. C. Redmon Sons & Co., Penn., Ind.  
 Red Raven Rubber Co., 152 Sussex Ave., Newark, N. J.  
 Reed & Mitchell Co., 300 Spruce St., Philadelphia 6  
 Regal Plastic Co., 2800 E. 14th St., Kansas City 27, Mo.  
 Regal Specialty Mfg. Co., 241 Wolcott St., New Haven, Conn.  
 REGAL WARE INC., KEWASKUM, WISCONSIN  
 REGENTS LIGHTER CORP., 2 E. 46TH ST., NEW YORK 17  
 Regent Art Linen Co., 34 W. 17th St., New York 11  
 Reliable Metal Novelty Co., Inc., 25 Elm Ave., Mount Vernon, N. Y.  
 Repligle Globes, Inc., 1901 N. Narragansett Ave., Chicago 39  
 REVELATION PLASTICS, INC., 74 WASHINGTON ST., NEW YORK 6  
 Rex Electric Mfg. Corp., 190 Berry St., Brooklyn 11, N. Y.  
 Rhythm Hosiery Sales, 300 Adams St., Rm. 623, Chicago 6  
 Richard Art Mfg. Co., Inc., 11 E. 22nd St., New York 10  
 C. A. Richards, 148 High St., Boston 10, Mass.  
 The Richards Co., 20 Hurden St., Hillside 5, N. J.  
 Richford Corp., 404 4th Ave., New York 16  
 The Rich Ladder & Mfg. Co., P. O. Box 187, Carrollton, Ky.  
 RIO GRANDE WOODENWARE, 2421 MCKINNEY AVE., DALLAS, TEXAS  
 The Rison Mfg. Co., Naugatuck, Conn.  
 Ritepoint Co., 9400 Watson Rd., St. Louis, Mo.  
 Rittenbaum Bros., 691 Houston St., N. E. Atlanta, Ga.  
 Rival Mfg. Co., 2201 McGee, Kansas City, Mo.  
 Roar Co., 820 Monroe St., Hoboken, N. J.  
 Alfred Robbins Org., Inc., 136 W. 54th St., New York 19  
 Robert Mfg. Co., 1001 E. 23rd St., Miami, Fla.  
 Roberts Colonial House, 217 W. 111th Chicago 28  
 Robin Handbag Corp., 165 Madison Ave., New York  
 Robert Time, Inc., 580 5th Ave., New York 36  
 Rocket Specialty Co., 241 N. Claridge Dr., Dayton 9, Ohio  
 Rodania Watch Co., Inc., 745 5th Ave., New York 22  
 Rohde-Spencer Co., 18 S. Michigan Ave., Chicago 3  
 Roman Art Co., Inc., 2704 Locust St., St. Louis 3, Mo.  
 Roman Silversmiths Inc., 71 Clymer St., Brooklyn 11, N. Y.  
 Ronson Art Metal Works, Inc., 1 Aronson Sq., Newark, N. J.

Rosemary Corp., 412 S. Green St., Chicago 7  
 Rosenberg Bros. & Co., Smithtown, N. Y.  
 A. R. Rosenthal & Co., Inc., 320 5th Ave., New York  
 Ross Advertising Specialties, Inc., 304 Main St., Hackensack, N. J.  
 Rotary Clothes Dryer Co., Inc., 836-846 Lawrence St., Allentown, Penna.  
 Rotiss-O-Mat Corp., 10-02 44th Dr., Long Island City 1, N. Y.  
 Royal Tops Mfg. Co., 37-02 36th Ave., Long Island City, N. Y.  
 J. M. Rubin & Sons, Gloversville, N. Y.  
 Rubin's Rins Products, 850 Locust Ave., Charlottesville, Va.  
 Rudson-Wood, Inc., 15 W. 44th St., New York  
 Rudy Bros., 34 W. 27th St., New York  
 Russell Advertising Co., 1018 Pershing Ave., Davenport, Iowa  
 Russell Mfg. Co., 999 Liberty Rd., Lexington, Ky.  
 S. & F. Co., 601 Front St., Hartford, Conn.  
 Sabford Glass Co., 1150 Broadway, New York  
 Antonio T. Sabino, 1165 Broadway, New York  
 Safford Metal Prod. Inc., Merrick, N. Y.  
 Safeway Specialty Corp., 114 Spring St., New York 12  
 St. Louis Pencil Co., 1180 Suburban Tracks, St. Louis 14, Mo.  
 St. Thomas, Inc., Gloversville, N. Y.  
 The Salem China Co., Salem, Ohio  
 Arthur Salm, Inc., 32 S. Clark St., Chicago 3  
 Salton Mfg. Co., Inc., 29 Jumel Pl., New York 32  
 M. J. Saltzman Co., Inc., 230 5th Ave., New York 1  
 Sanjo Utility Mfg. Co., Inc., 43 Grand St., Brooklyn 11, N. Y.  
 Sarne Co., Inc., 39 W. 32nd St., New York  
 Satchel Watch, 37 W. 27th St., New York  
 Oscar Scheldrup Co., 213 Desplains St., Chicago  
 Bernard Scherel, Inc., 12 W. 18th St., New York 12  
 Jay Schneider & Assoc., 70 W. Hubbard St., Chicago 10  
 Schneider & Shier Inc., 6457 Sheridan Rd., Chicago  
 S. Schneidman & Co., 76 5th Ave., Brooklyn 17, N. Y.  
 George Schrade Knife Co., Inc., 46 Seymour St., Bridgeport 8, Conn.  
 Louis Schwartz, 220 5th Ave., New York 1  
 Schweb Watch Co., 22 W. 48th St., New York 19  
 Scioto Sign Co., 300 Vine St., Kenton, Ohio  
 Sealproof Premium Prod., Div. of A. G. Mayer, Inc., 203 E. 18th St., New York  
 The Seamless Rubber Co., New Haven 3, Conn.  
 See-Lect Products Co., Sheboygan, Wis.  
 I. Sekine Co., Inc., 232 Madison Ave., New York 16  
 J. H. Semler Wire Prod., 223 N. "F" St., Hamilton, Ohio  
 Serolite Corp., 9-11 White St., New York 13  
 Seymour Woolen Mills, Seymour, Ind.  
 Shaftord Co., 76 Madison Ave., New York  
 Shamrock Specialties, Inc., 229 4th Ave., New York 3  
 Shank Leather Goods Co., 230 5th Ave., New York 1  
 Geo. W. Sharpe, 366 5th Ave., New York  
 Shavex Corp., 3456 Glendale Blvd., Los Angeles 39  
 Shawnee Products Co., 519 N. Tucker, Shawnee, Okla.  
 The Shelburn Co., 505 5th Ave., New York 17  
 Sherrill Products Co., Mexico, Ind.  
 Sherwood Lighter Co., 100 Outwater Lane, Garfield, N. J.  
 THE SHETLAND CO., 69 BENNETT ST., LYNN, MASS.  
 Shields, Inc., 302 5th Ave., New York 1  
 SHORBERT MFG. CO., INC., 303 5TH AVE., NEW YORK  
 Shuler Co., 2110 Woodland Ave., Cleveland 15, Ohio  
 Shwayder Bros., Inc., 4270 High St., Detroit 29, Mich.  
 Sibert & Co., Inc., 41 Rankin St., Newark 3, N. J.  
 Sidney-Williams Co., 1131 S. Robertson Blvd., Los Angeles 35  
 SIELING URN BAG CO., 927 W. HURON ST., CHICAGO 22  
 Sierra-Columbia, 1730 N. Naud St., Los Angeles  
 Silver-Chamberlin Co., 253 Maple St., Clayton, N. J.  
 Silvercraft Co., Inc., 20 Yeoman St., Boston 19, Mass.  
 Ernest Simon, 516 5th Ave., New York 36  
 Simon & Goldsmith, 307 5th Ave., New York 16  
 Simons Bros. Co., 269 S. 9th St., Philadelphia 7  
 Simplex Binder Co., 124 White St., New York 13  
 Sinclair Sales Corp., Inc., 1317 Kentucky Ave., St. Louis 10, Mo.  
 L. Skalny Basket Co., 113 N. Water St., Rochester, N. Y.  
 Skill-Craft Corp., 500-522 S. Clinton St., Chicago  
 T. Harry Skinner Co., 200 5th Ave., New York 10  
 The Slip Seal Co., 1750 California Ave., Long Beach 13, Calif.  
 Horace W. Smith & Son, 1285 Merchandise Mart, Chicago 54  
 H. C. Smith Co., Inc., 85 Pierce St., Greenfield, Mass.  
 S. K. Smith Co., 2857 N. Western Ave., Chicago 18  
 Snap-On Drawer Co., Morrow, Ohio  
 H. B. W. Snelling Co., 131 State St., Boston 9, Mass.  
 The Society of the Plastics Industry Inc., 67 W. 44th St., New York 36  
 H. A. Somers & Associates, 1407 Merchandise Mart, Chicago 54  
 Sonic-Datam Corp., 221 W. 17th St., New York 11  
 Soodhalter Plastic Products, 1153 S. Wall St., Los Angeles 15  
 Southern California Plastic Co., 1805 Flower St., Glendale 1, Calif.  
 The Southern Pen Co., 16 N. Union St., Petersburg, Va.  
 Souvenir Lead Pencil, 200-210 F. Ave., Cedar Rapids, Iowa  
 Sparks, Inc., P. O. Box 3, Dalton, Ga.  
 Sparky Specialties, Inc., 485 Milwaukee Ave., Chicago 10



J. W. Speaker Corp., 3059 N. Weil St., Milwaukee, Wis.  
 Specialty Devices, Inc., 229 4th Ave., New York 3  
 Spec-Toy-Culinar Inc., 35-35 35th St., Long Island City 6, N. Y.  
 Speedway Mfg. Co., 1834 S. 52nd Ave., Cicero 50, Ill.  
 Speedy Specialties Co., Rm. 259 Merchandise Mart, San Francisco  
 Speirein Importing Co., 1265 Broadway New York  
 J. Spiegel Hanger Co., 765 Eagle Ave., Bronx, N. Y.  
 Frank Spinks Co., DeWitt, Iowa  
 Spill-Stop Mfg. Co., 2750 N. Wolcott Ave., Chicago 14  
 Spoil-Proof Desk Set Co., 505 5th Ave., New York 17  
 Spoir-It Inc., Malden 48, Mass.  
 The Sponge Rubber Products Co., Shelton, Conn.  
 Sponholz, 11 E. 66th St., New York 21  
 Spotswood Specialty Co., Inc., 218-222 Jefferson St., Lexington, Ky.  
 N. R. Spurgeon Co., 29 N. Wacker Dr., Chicago 6  
 Squeezit Corp., Morris Heights, NY 53  
 Stainless Ware Co. of America, 6011 W. Walnut Lake Rd., Walled Lake, Mich.  
 Stampograph Co., Inc., 79 Alexander Ave., Bronx 54, N. Y.  
 Stanat Mfg. Co., Appliance Div., 47-28 37th St., Long Island City 1, N. Y.  
 Standard Advertising & Printing Co., Inc., Box 269, Fort Scott, Kansas  
 Standard Dairy Co., 122 E. 23rd St., New York 10  
 Standard Novelty & Advertising Co., 2795 Shore Parkway, Brooklyn 32, N. Y.  
 Standard Pyroloxoid Corp., 85 Pleasant St., Leominster, Mass.  
 Standard Thermometer, Inc., 952 Dorchester Ave., Boston, Mass.  
 Stanley Products Co., 1026 Milwaukee Ave., Chicago 22  
 Stanley Tools, Div., Stanley Works, 111 Elm St., New Britain, Conn.  
 Stanton Products Inc., 204-11 Jamaica Ave., Hollis, N. Y.  
 Sta-Put Signs Corp., 298 5th Ave., New York 1  
 Star-A Electric Mfg. Co., Inc., 269 Meserole St., Brooklyn 6, N. Y.  
 Star Britle Shade Mfg. Co., 142 Duane St., New York 13  
 Startex Mills, Div. Spartan Mills, 55 Worth St., New York 13  
 States Trading Corp., 406 S. Wells St., Chicago  
 Statler Mfg. Co., 349 W. Ontario St., Chicago  
 Steelcraft Tool Mfg. Corp., 444 Broadway, New York 13  
 Stein Advertising, 914 Gettle Bldg., Fort Wayne, Ind.  
 Steinmetz & Kelly, 1422 Merchandise Mart, Chicago 54  
 A. M. Stella, 6 Stuyvesant Oval, New York 9  
 Stephens Pub. Co., 2425 W. Monroe St., Sandusky, Ohio  
 Sterling Jewelers, 44 E. Long St., Columbus, Ohio  
 Godfrey Stern, 1487 Merchandise Mart, Chicago 54  
 E. S. Stern & Co., 91 Worth St., New York 13  
 Stern-Brown Inc., 42-24 Orchard St., Long Island City 1, N. Y.  
 Edward M. Sternschuss Inc., 303 5th Ave., New York 18  
 Steroid Products Co., 442 Frelinghuysen Ave., Newark, N. J.  
 Ronald Stevens Inc., 814 Broadway, New York 3  
 Michael Stewart Mfg. Co., 25 Ogden Pl., Cincinnati 2, Ohio  
 H. Stiefel Co., 548 S. Salina St., Syracuse 2, N. Y.  
 Stomar Mfg. Co., 1133 Broadway, New York 10  
 Chester K. Storer, 5421 Cleveland Ave., Canton, Ohio  
 Storm Hero Umbrella Co., Inc., 38 W. 32nd St., New York 1  
 Roy C. Stove & Co., Box 150, Valparaiso, Ind.  
 Stoway Inc., Stowe, Vermont  
 Stratford Pen Corp., 44 W. 28th St., New York 1  
 Gordon Strubler, 715 Ford St., Bristol, Penna.  
 Studio Guild, Box 111, Paoli, Ind.  
 Sturdy-Craft Corp., Medford, Wis.  
 Stylecraft Mfg. Co., 744 Crown St., Brooklyn 13, N. Y.  
 Style Guild, Inc., 36 Garret St., Providence, R. I.  
 Styletone Inc., 1411 S. Michigan, Chicago  
 Herman Sukon Co., Inc., 915 Broadway, New York 10  
 Sun Books, 660 Madison Ave., New York 21  
 Superege Products Inc., 306 Commerce Bldg., Erie, Penna.  
 Superior Shower Curtain Mfg. Co., 22 W. 27th St., New York 1  
 Supermarket Promotion Co., 10 E. 43rd St., New York 17  
 The Supra Pencil-Pen Co., 39 Cortlandt St., New York 7  
 Supreme Cutlery Corp., 11 W. 30th St., New York 1  
 Supreme Plastics & Mfg. Corp., Box 9087, New Orleans 20, La.  
 Swing-A-Way Mfg. Co., 4100 Beck Ave., St. Louis 16, Mo.  
 Swiss Harmony Inc., 705 W. Washington Blvd., Chicago 6  
 Talking Devices Co., 4447 Irving Park Rd., Chicago 31, Ill.  
 The Taglin Mfg. Co., 19 Woodland St., New Britain, Conn.  
 Tarp & Dinner, Inc., 425 S. Wabash Ave., Chicago 5  
 Teamakers Inc., 35 East Wacker Dr., Chicago  
 Tel Turf Mfg. Co., 408 St. Paul St., Rochester, N. Y.  
 TEMPLE CO., INC., 804 SANSOM ST., PHILADELPHIA, PENNA.  
 Terre Haute Advertising Co., 1317 Poplar St., Box 29, Terre Haute, Ind.  
 Terry Leather Goods, Inc., 358 5th Ave., New York 1  
 Textcite, Inc., 573 Broadway, New York 12  
 TEXMAR PRODUCTS, 487 BROADWAY, NEW YORK 13  
 TEXTILE MILLS CO., 2762 CLYBOURN AVE., CHICAGO 14  
 The George S. Thompson Corp., 509 Mission St., S. Pasadena, Calif.  
 H. Thomsen Creative Bookbinders, P. O. Box 6728, Washington 20, D. C.  
 Thornton Co., 1043 Peachtree St., N. E., Atlanta, Ga.  
 Thoughts That Inspire Pub. Co., 8 S. Dearborn St., Chicago 3  
 Tigrett Enterprises, 66 E. Walton Pl., Chicago 11  
 TiiDee Products, Inc., 1421 Broom Lane, Dayton 4, Ohio  
 TIMELY MANUFACTURING CO., P. O. BOX NO. 64, EDGEWOOD 5, R. I.  
 E. F. Timme & Son, 1 Park Ave., New York  
 Titan Mfg. Co., 701 Seneca St., Buffalo 10, N. Y.  
 Toledo Guild Products Inc., 1001 Monroe St., Toledo, Ohio  
 Tolpin Art Studios, 3154 Lawrence Ave., Chicago 25  
 The Toycraft Rubber Co., 214 E. 7th St., Ashland, Ohio  
 The Tracies Co., 541 Main St., Holyoke, Mass.  
 Trans-Ocean Import Co., Inc., 292 5th Ave., New York 1  
 Transparent Specialties Corp., 3828 E. 91st St., Cleveland 5, Ohio  
 Transplastic Inc., 1950 Balmoral Ave., Chicago 40  
 Roy F. Trauger & Associates, 3612 Southport Ave., Chicago 13  
 David Traum Co., Inc., 11 E. 26th St., New York 10  
 Travel Goods Inc., Scholfield, Wis.  
 TRAVELERS PREMIUM CO., INC., 80 WASHINGTON ST., NEW YORK 6  
 Treasure Isle Products Corp., 16 E. 30th St., New York  
 Triad Pen & Pencil Co., 24 Palmer St., Providence, R. I.  
 Trimble, Inc., 634 Lexington Ave., Rochester 13, N. Y.  
 Trophy Products Co., 744 Bolivar Rd., Cleveland 15, Ohio  
 Truercraft Tool Co., 2425 S. Michigan Ave., Chicago 16  
 Tucker Lowenthal Co., 5 S. Wabash Ave., Chicago  
 The Tucco Work Shops, Inc., Lockport, New York  
 Tupper Corp., Blackstone, Mass.  
 Tweeco Products Co., 1450 S. Mosley St., Wichita, Kansas  
 Twentieth Century Products Co., 611 Broadway, New York 11  
 W. I. Tyer Pottery Co., P. O. Box 1110, Zanesville, Ohio  
 Jacob Ueberall Co., 2 E. 23rd St., New York 10  
 Bernhard Ulmann Co., Inc., 30-20 Thomson Ave., Long Island City, N. Y.  
 W. A. Umlauf Associates, 20051 Laverne Ave., Cleveland 26, Ohio  
 Uncas Mfg. Co., 623 Atwell Ave., Providence, R. I.  
 The Underwood Battery Co., 1250 Ontario St., Cleveland 13, Ohio  
 Union Steel Products Co., Berrien St., Albion, Mich.  
 Unique Items Co., P. O. Box 116, Elmhurst 73, N. Y.  
 United Craft, 1170 Broadway, New York 1  
 United Cutlery & Hardware Products Co., 108 E. 16th St., New York  
 United Plastic Corp., 17 Simonds Rd., Fitchburg, Mass.  
 U. S. Basket Co., Inc., 43 E. 20th St., New York  
 U. S. Fiber & Plastic Corp., Stirling, N. J.  
 U. S. Luggage & Leather Products Co., 29 W. 34th St., New York 1  
 U. S. Mfg. Corp., Decatur 70, Ill.  
 U. S. Trunk Co., Inc., Fall River, Mass.  
 Universal Craftsmen Co., 122 E. 25th St., New York 10  
 Universal Luggage Co., Inc., 836 Broadway, New York  
 Universal Potteries, Inc., Cambridge, Ohio  
 Universal Trunk Co., 1333 S. Ashland, Chicago 8  
 Uns Tool Co., Inc., 32-03 Greenpoint Ave., Long Island City 1, N. Y.  
 Utica Cutlery Co., Utica 4, N. Y.  
 Utility Apron Co., 53 W. Jackson Blvd., Chicago 4  
 Utility Brands Inc., 132 Nassau St., New York 38  
 Vacation-Ette Inc., 703 Commerce St., Bluefield, W. Va.  
 Vaco Products Co., 317 E. Ontario St., Chicago  
 Valley Forge Creations, King & Bridge Sts., Malvern, Penn.  
 The Van Dam Rubber Co., Inc., 1140 Broadway, New York  
 Van Norman Molding Co., 4631 Cottage Grove Ave., Chicago 15  
 Van Noss Handbags, Inc., 9-11 Johnston St., Newburgh, N. Y.  
 Louis I. Van Orden Associates, 104 East 40th St., New York  
 Van Schaack Premium Corp., 310 W. Washington Blvd., Chicago 6  
 ALEXANDER VAN VEEN CO., 161-14 GRAND CENTRAL PARKWAY, JAMAICA 32, N. Y.  
 Vaughan Mfg. Co., 3211 W. Carroll Ave., Chicago 24  
 Veri Trim Products Co., 990 Myrtle Ave., Brooklyn 6, N. Y.  
 Verity Southall Ltd., 2251 Lincoln Ave., Altadena, Calif.  
 Vermont Plastics, Inc., P. O. Box 372, Montpelier, Vt.  
 The Verplex Co., Essex, Conn.  
 Victoria Products Inc., 512 Lucas, St. Louis, Mo.  
 Victory Mfg. Co., 1722 W. Arcade Pl., Chicago 12  
 Victory Plastics Co., 81 Apsley St., Hudson, Mass.  
 E. S. Vihon Co., Inc., 3134-38 W. Chicago Ave., Chicago 22  
 Viking Products, 1513 E. Lake St., Minneapolis 7  
 The Viking Kite Co., Box 125, Larchmont, N. Y.  
 Vinyl Linens, 330 5th Ave., New York 1  
 VIRGINIA CRAFTS, INC., KEYSVILLE, VA.  
 The Visking Corp., 400 W. Madison St., Chicago 6  
 Volkan Lamp & Shade Co., 2 2nd St., Clifton, N. J.  
 Volume Scales Outlet, 1209 Oregon Ave., Philadelphia  
 The Voox Co., 161 Porter St., New Haven 11, Conn.  
 Vosters Nurseries & Greenhouses, South & Franklin Ave., Secane, Penna.  
 Vulcain Watch Co., Inc., 630 5th Ave., New York 20  
 Vulcan Electric Co., 88 Holton St., Danvers, Mass.  
 Waehner Importing Co., Inc., 300-306 Irving Ave., Brooklyn 27, N. Y.  
 E. R. Wanner Mfg. Co., 4611 N. 32nd St., Milwaukee 16, Wis.  
 Waldor Products, 132 Mallory Ave., Jersey City, N. J.  
 The Wal-Feld Co., 35 Wilbur St., Lynbrook, N. Y.  
 The Walker Co., Middleboro, Mass.  
 R. Wallace & Son's Mfg. Co., Quinapisc St., Wallingford, Conn.  
 Walrob Agency, 1525 E. 53 St., Chicago 15  
 The Walcraft Co., 510 Westwood Dr., Minneapolis 5  
 Walters Mfg. Co., 140 Pennsylvania Ave., Oakmont, Penna.  
 Wamsutta Mills, 350 5th Ave., New York 1  
 Ware Mfg. Co., Hogsenville, Ga.  
 Waring Products Corp., 25 W. 43rd St., New York 36  
 Warner Mfg. Co., 801 16th Ave. S. E., Minneapolis  
 G. R. Warren & Associates, 1811 W. Center St., Milwaukee 6, Wis.  
 Warren Leather Goods Co., 86 Austin St., Worcester 9, Mass.  
 The Washburn Co., 28 Union St., Worcester 8, Mass.  
 The Washington Co., 765 Jefferson Ave., Washington, Penna.  
 Waterbury Co., Inc., Waterbury 20, Conn.  
 Waterman Pen Co., Inc., 1 De Forest St., Seymour, Conn.  
 Waterman-White, 225 5th Ave., New York 10  
 WM. B. WATKINS CO., 2605 BROADWAY, EVANSTON, ILL.  
 The Watt Pottery Co., China St., Crooksville, Ohio  
 Webb Mfg., 4th and Cambria Sts., Philadelphia 33  
 Webster Basket Co., Inc., 102 Donovan St., Webster, N. Y.  
 Weinman Bros., Inc., 3260 W. Grand Ave., Chicago 51  
 Wellington Sears Co., Inc., 65 Worth St., New York 13  
 Wells Pub. Co., Leonia, N. J.  
 Wendell Northwestern, Inc., 325 Marquette Ave., Minneapolis 1  
 E. Murray West Associates, Inc., 230 5th Ave., New York 1  
 West Bend Aluminum Co., West Bend, Wis.  
 WESTERN HOME PRODUCTS, INC., 475 FRANKLIN TURNPIKE, ALLENTOWN, N. J.  
 WESTLAND PLASTICS, INC., 3317 E. PICO BLVD., LOS ANGELES 23  
 Western Stoneware Co., P. O. Box 126, Monmouth, Ill.  
 O. B. Westphal & Associates, 1414 S. Wabash Ave., Chicago 5  
 Westward Ho, P. O. Box 787, Encinitas, Calif.  
 David Wexler & Co., 1234 S. Wabash Ave., Chicago 5  
 Oliver K. Whiting of London, 10 E. 23rd St., New York  
 Wilcox & Follett Co., 1255 S. Wabash Ave., Chicago 5  
 Willard Mfg. Co., 721 E. Richard St., Miamisburg, Ohio  
 The Will-Burt Co., Orrville, Ohio  
 Gabriel Williams Co., Inc., 130 Duffield St., Brooklyn 1, N. Y.  
 Williams Cutlery, Inc., Seaman, Ohio  
 Willis-Jones Mfg. Co., 1024 Dodge St., Omaha, Neb.  
 Wilmar Products Corp., 30 E. 21st St., New York 10  
 Wil-Nor Products, 3002 N. 5th St., Philadelphia 33  
 Wilson Mfg. Co., Inc., 77 N. Washington St., Boston 14  
 Wilson Specialties Co., Inc., 602 Driggs Ave., Brooklyn, N. Y.  
 Wil-Stan Products Co., 3108 Mayfield Rd., Cuyahoga Falls, Ohio  
 Wilton Products, Inc., Wrightsville, Penna.  
 Windsor Chemical Laboratories, 161 Leverington Ave., Philadelphia 27  
 Wings Shirt Co., Inc., 4 W. 33rd St., New York 1  
 Winsted Mastercraft Products, 1 Brookside Ave., Winsted, Conn.  
 Wirthron Watch Corp., 67 W. 47th St., New York 36  
 Wirschaft Jewelry Co., 36-12 34th St., Long Island City, N. Y.  
 Wisconsin Aluminum Foundry Co., Inc., 16th & Franklin Sts., Manitowoc, Wis.  
 J. Wiss & Sons Co., 33 Littleton Ave., Newark 7, N. J.  
 Woco Associates, 1101 2nd National Bldg., Cincinnati 2  
 Wolco, Inc., 519 Hospital Trust Bldg., Providence, R. I.  
 HARRY M. WOLFE, 666 LAKE SHORE DR., CHICAGO 11  
 I. B. Wolfelt & Co., 27 E. 22nd St., New York 10  
 Wolverine Household Products, Inc., 818 Front Ave., N.W. Grand Rapids 4, Mich.  
 George F. Wood Co., P. O. Box 1, Tulsa, Okla.  
 The Wooster Rubber Co., Wooster, Ohio  
 Worcester Felt Pad Corp., 11 Brackett Ct., Worcester, Mass.  
 Worcester Wire Novelty Co., Inc., 2635 Boston St., Baltimore 24, Md.  
 The Words Co., 218 Linden St., Scranton, Penna.  
 World Hand Forged Products, 338 Wythe Ave., Brooklyn 11, N. Y.  
 Worthington-5th Ave., 71 5th Ave., New York  
 Wright Industries, 836 W. Roosevelt Rd., Chicago  
 Wright Leather Specialty Co., 8900 Manchester Ave., St. Louis, Mo.  
 Wynn Mfg. Co., 7th & Green Sts., Philadelphia 23  
 Yarn-Apart Co., Inc., 46 Cottage St., Manchester, Conn.  
 Year, Inc., 11833 Wilshire Blvd., Los Angeles 25  
 Yoder Mfg. Co., 1823 E. 17th St., Little Rock, Ark.  
 J. H. Young Co., 107 Penn Ave., Pittsburgh 10, Penna.  
 YOUNG & PETI, INC., 38 E. 57TH ST., NEW YORK 22  
 Zell Products Corp., 280 Main St., Norwalk, Conn.  
 Zenith Plastics Co., 54 E. Cross, Ypsilanti, Mich.  
 Zephyr Mfg. Co., 400-410 W. 2nd St., Sedalia, Mo.  
 Wm. H. Zimbalist Inc., 262 Greene Ave., Brooklyn 38, N. Y.  
 J. F. Zucker Co., 236 5th Ave., New York 1

# retail tea, coffee convention program

The National Retail Tea and Coffee Merchants Association will hold its 39th annual convention June 13th-17th at the Edgewater Beach Hotel in Chicago. Judging from the advance registration of members and associate members, it will have a record-breaking attendance.

The exhibit space, accommodating 130 displays of associate members, has been completely sold out.

A new feature has been added to the 1954 Convention activities—a drawing for prizes topped by an all-expense trip

for two to Bermuda. Other prizes will be a 1954 console-model television set, a radio, a rotisserie and a deep fryer. Coupons for the drawings will be available to members when they visit the associate members' displays in the exhibit halls. The drawings will be held Tuesday, June 17th.

Women in attendance at the convention will be able to hear Lois Etzold, authority on poise and charm, at a luncheon on Tuesday, and will be guests at a Keno Party on Wednesday afternoon.

## Sunday, June 13th

10:30 a.m.—The East and West Lounges will be available to the associate members for setting up their displays.

2:30 p.m.—The East and West Lounges will open for members and associate members.

5:30 p.m.—East and West Lounges close. Members, Associate members and guests are informed that the South Terrace has been reserved as a meeting place for the convenience of early arrivals.

A reception will be held for members, associate members and guests, with refreshments served from 5:30 p.m. to 6:30 p.m.

7:00 p.m.—Board of Directors' dinner and meeting in the Berwyn Room.

## Monday, June 14th

9:00 a.m.—The East and West Lounges will open for members and associate members.

12:30 p.m.—The East and West Lounges close. Members, associate members and guests will have luncheon in the North Terrace Room.

2:00 p.m.—General assembly in the Michigan Room. Anthem.

2:05 p.m.—Greetings by Philip J. Weber, Edgewater Beach Hotel, Chicago, Ill.

2:10 p.m.—J. O. Reigle, Regal Ware, Inc., Kewaskum, Wis., speaking on behalf of the associate members.

2:30 p.m.—William H. Preis, president of the National Retail Tea and Coffee Merchants' Association.

3:15 p.m.—Dr. Kenneth McFarland, educational research director, General Motors Corp.

4:15 p.m.—Appointment of committees, president William H. Preis presiding. Election of nominating committee.

4:30 p.m.—Adjournment.

6:30 p.m.—The East and West Lounges open for members and associate members.

10:00 p.m.—East and West Lounges close.

10:00 p.m. to

1:00 a.m.—Associate members will be hosts to members at reception and dance in the Grand Ballroom.

## Tuesday, June 15th

8:30 p.m. to

10:00 p.m.—The East and West Lounges will be open for members and associate members.

10:00 a.m.—General assembly in the Michigan Room. Panel discussions with William H. Preis as moderator. Panelists: Raymond Gerard, Edward S. Hesse, Donald T. McGuire, Paul Boyd.

12:30 p.m.—Adjournment.

1:30 p.m.—East and West Lounges open for members and associate members.

10:00 p.m.—East and West Lounges close.

10:00 p.m. to

1:00 p.m.—Associate members will be hosts to members at reception and dance in the Grand Ballroom.

## Wednesday, June 16th

8:30 p.m. to

10:00 a.m.—The East and West Lounges will be open for members and associate members.

10:00 a.m.—General assembly in the Michigan Room. discussions with George F. Hellick, Jr., as moderator. Panelists: Michael P. Purcell, Norman Mansfield, Nathan Elkin, William A. Gerbosi.

12:00 noon—Report of nominating committee. Election of officers.

12:15 p.m.—Report of Secretary, Oliver J. Corbett.

12:30 p.m.—New business. Unfinished business.

12:45 p.m.—Farewell to the president.

1:00 p.m.—Adjournment.

2:00 p.m.—The East and West Lounges will be open for members and associate members.

5:00 p.m.—East and West Lounges close.

6:30 p.m.—Reception in the South Terrace Room.

7:30 p.m.—Banquet in the Grand Ballroom.

9:00 p.m. to 12:00 p.m.—Dancing and floor show (dress informal).

## Thursday, June 17th

9:00 a.m.—The East and West Lounges will open for members and associate members.

12:00 noon—Drawings for prizes in East and West Lounges.

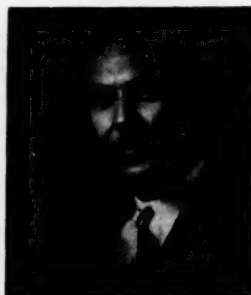
East and West Lounges must be cleared by 5.00 p.m.

# coffee prices ... and direct-to-the-consumer sales

By WILLIAM H. PREIS, President  
National Retail Tea & Coffee Merchants Association

After having spent more than half of my lifetime in the direct-to-the-consumer tea and coffee business, I am thoroughly convinced that high prices and the good health of this business do not travel hand in hand.

Some years ago, when the going retail price of coffee ranged from 25 cents to 35 cents a pound, I could easily have been led to believe that if the price of this same commodity could be inflated three times and more, our business in terms of total volume would follow the trend. This, obviously, is a fallacy, and has been disproven graphically in the performance records of most of the companies in our industry.



In the interest of minimizing consumer resistance to steadily increasing retail coffee prices, we have tightened our belts and resigned ourselves to progressively shorter and shorter margins. Most of the member companies of our industry are operating today at a gross margin well under our fixed sales cost. All of the salesmen representing the various member companies are paid on some type of commission arrangement, and as coffee prices have continued to soar upwards, their commissions per pound have done likewise.

This opens the door to another distressing problem, resulting from the fact that many route salesmen are inclined to concentrate their efforts on the sale of a package of two of higher priced coffee for a quick turn-over with relatively lucrative commissions at the expense of reductions in normal sales of other higher-margin goods.

To combat this trend, as well as consumer resistance which has resulted in higher-than-normal customer losses, a number of larger companies in our industry have introduced various kinds of coffee compounds. These, of course, have been marketed at substantially lower prices, and from one area of the country to another have met with varied degrees of acceptance. Some of these compounds consist of coffee and chicory, and the demand for the latter has been sufficient to almost dry up domestic supplies. Others feature a blend of coffee, chicory and some type of cereal, with great control exercised over the percentages of each, color of roast, mixing procedure and type of grind.

As is the case with any other new production, experience indicates that we can't please everyone with these new compounds, but there is already enough of a success story to indicate that the compounds will be with us for some time, with a definite growth in tonnage should the green markets remain high.

Most companies report sizeable losses in tonnage in the first calendar quarter of this year, with the dollar volume made up through the increased cost per pound and some improvement in the sales of tea. It is hoped that retail prices will soon be stabilized after which the consumer may be expected to become accustomed to higher coffee prices, with a resulting decrease in resistance that will enable us to restore the lost tonnage.

This may be flavored with some wishful thinking, as it is a known fact that Mrs. Housewife, in the face of the current high prices, has been educated to new economies in brewing coffee which may well have the effect of permanently reducing consumption as these new habits become engrained.

On June 13th, all roads will lead to Chicago for the membership of the National Retail Tea and Coffee Merchants Association, who eagerly look forward to the opening of the 39th annual convention, to be held at the Edgewater Beach Hotel. It is customary to air industrywide problems at several days of business meetings, and I have no doubt but that the subject of coffee will gain the lion's share of our 1954 convention discussions. This has been true at past regional meetings held this year in New Orleans, Los Angeles, Chicago and New York, and since this continues to be the burning question, it will undoubtedly be treated as the prime subject before the national convention.

Many new innovations have been and will be discussed, such as the inclusion of valuable coupons in the coffee package, self-liquidating premium offers, temporary price reductions when accompanied by an order of other merchandise, and a host of others. We have been spurred on to the adoption of such merchandising techniques to meet competition of retail stores, in certain areas, that have featured coffee as a loss leader, and in many cases offered coffee for less than roaster cost on a tie-in sale basis. Such practices have served to a degree to further inflame the public and to plant seeds of suspicion of profiteering on the parts of those companies that did not resort to "loss-leader" sales.

Our industry now boasts a record of more than three quarters of a century in direct-to-the-customer selling, during which time we have weathered a number of economic storms, lived with restrictions and regulations that accompanied two world wars and, each time, we have emerged a bit stronger. While this struggle has taxed our ingenuity, it will undoubtedly serve to sharpen our sales tools to enable us the better to meet whatever competition will confront us in the years ahead.

We are constantly searching the markets for new and better premium-type merchandise, which we offer our customers with credits received on the coffee and grocery lines that we sell. Larger and larger selections of top-name brands of

(Continued on page 73)



**GREETINGS**

to the

**39th Annual Convention**

of the

**National Retail**

**Tea & Coffee Merchants' Association**



**American Color Type  
Company**

Boxed Juvenile Books, Xmas Cards  
Valentine Cutout Assortments

1151 Roscoe Street, Chicago 13

**Certified Products Co.**

Packers of Jams and Jellies under  
our Sunny label, or your private  
label. Send us your inquiries.

315 N. Aberdeen St., Chicago

**Coffee Corporation of  
America**

Importers and Roasters  
of private labels

4401 South Western Ave., Chicago

**Borg Erickson Inc.**

Mfrs. of Quality Scales  
for the Home

1133 North Kilbourn Ave.  
Chicago 51

**Cleanser Products, Inc.**

Cleanser Pads

7025 West 66th Pl., Chicago 38

**Continental Can Company**

Mfrs. of Tin Containers

100 East 42nd St., New York City 17

**C. L. Bradford  
& Associates, Inc.**

**U. S. Fiber & Plastics Corp.**

Toy Sewing Machines, Bicycles,  
Inflatibles

222 Merchandise Mart Plaza,  
Chicago 54,

**Club Aluminum Products  
Company**

Glass Coffee and Tea Servers

1250 Fullerton Ave., Chicago 14

WELCOME TO THE

**Home Service Trade  
Cory Corporation**

221 North LaSalle St.  
Chicago 1

**We Welcome Your Convention This Year**

**EDGEWATER BEACH HOTEL**

**5349 No. Sheridan Road, Chicago, 40**





Chicago again plays host to a National Retail Convention.

## A Salute to . .

### Joseph Hagn Company

Premiums for  
the Home Service Trade

Send for New Catalog

325 West Madison St., Chicago

### Hazel-Atlas Glass Company

Quality Glassware  
for Home Service Trade

228 N. LaSalle St., Chicago 11

### Bernard Edward Co.

Manufacturers  
Plastic Planters and Housewares

5252 S. Kolmar Ave., Chicago

### Glolite Corporation

Christmas Decorations, lighting  
and Vinylite, premium specialties

1473 Merchandise Mart, Chicago

### John D. Houck Mfg. Co.

Jack Riecke, Manager

Manufacturers of  
Houck Peerless Coffee Maker

736 North Albany Ave.  
Chicago 12

### The Enterprise Aluminum Company

Outstanding Premiums  
For Home Service Trade

Massillon, Ohio

### Gotham Industries Inc.

Complete plastic lines, picnic kits  
and toy items

2900 S. Michigan Ave., Chicago

### Ideal Toy Corporation

Dolls, Stuffed Toys, Plastic and  
Educational Toys, Vinyl Specialties

Merchandise Mart, Chicago 54

### J. G. Ferguson & Associates

Complete line of  
How to Do it books, reference and  
juvenile books

6 N. Michigan Ave., Chicago 2

### B. F. Gump Co.

Coffee Plant Equipment

1325 So. Cicero Ave.  
Chicago 50

### Kitchen Art Foods, Inc.

Wife Saver — Baking Mixes

2320 No. Damen Ave., Chicago 47

## BEST WISHES

to the 39th Annual Convention—  
National Retail Tea and Coffee  
Merchants Association

## JEWEL TEA CO., INC.

JEWEL PARK  
BARRINGTON, ILL.

# .. the "Wagon Route Operators"

JUNE 13-17, 1954

## Richheimer Coffee Co.

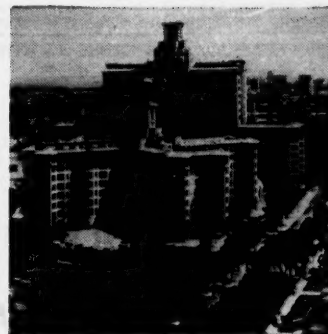
Importers — Roasters — Jobbers  
Green Coffee

1127 No. Halsted St., Chicago

## Swing-A-Way Mfg. Co.

CAN OPENERS—The Can Opener  
that's GEARED for easier can  
opening

4100 Beck Ave., St. Louis 16, Mo.



Edgewater Beach Hotel,  
where convention meets.

## Shellmar-Betner

Flexible Packaging Division  
CONTINENTAL CAN COMPANY

Mfrs. of Paper Bags

Devon, Pennsylvania

## Tigrett Enterprises

Line of patented toys

66 East Walton Place, Chicago 11

Zion Cookies & Candy Division

Zion Industries Inc.

Zion, Illinois

## Stanley Oliver Mfg. Co.

Bath and Shampoo Sprays,  
Portable Showers

701 N. Sangamon St., Chicago 22

Precise, Accurate, Automatic  
Filling Equipment  
Help check soaring product costs

Triangle Package  
Machinery Co.

6633-35 West Diversey Ave.,  
Chicago 35

The INCOMPARABLE Combination!

**SIELING'S  
ALL GLASS  
ICE TEA OLLA**

With the new Health Approved  
PAF & Faucet

"The most beautiful piece of equipment  
you ever laid your eyes on"

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**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

A background image showing a dense field of coffee beans, with a white banner overlaid in the center.

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COFFEE**



***is preferred--because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

## **Brazil's 1954-55 coffee exports to be 2,600,000 bags less than last year**

Brazil's supply of coffee expected to be available for export from July 1st, this year, to July of next year will be approximately 2,600,000 bags less than it was during the 12 months ending June 30th, according to Horacio Cintra Leite, U. S. representative of the Brazilian Coffee Institute.

Mr. Leite reported that "I have checked thoroughly, and according to the closest possible estimate at this time, the exportable crop will be between 12,500,000 and 12,700,000 bags."

He said that "combined with the abnormally small carryover of coffee from the export period now ending, of no more than 1,765,000 bags, the total export availability cannot be expected to exceed 14,400,000 bags."

Export availability during the present period, which will end this June 30th, including a normal carryover of slightly more than 3,000,000 bags, had been approximately 17,000,000 bags. Mr. Leite noted.

Of this amount, he reported, 13,455,000 bags were exported by the end of April and 1,800,000 bags had been scheduled for export in May and June, leaving the smallest carryover in recent history.

The decline in coffee availability of more than 15 per cent, Mr. Leite said, was basically due to Brazil's frost losses, combined with an intensification of world demand at a time when stocks were abnormally low. Drouth and insect damage to the new crop, he said, had not been more than customary.

He declared that the carryover is approximately 40 per cent under the level of last year's carryover, and nearly 60 per cent under the level of 1951, which was a normal crop year for Brazil.

The Brazilian Coffee Institute representative said that a printed report to the effect that Brazil's carryover might amount to as much as 4,000,000 bags was "ridiculous".

He warned traders that "speculators may attempt to circulate doctored statistics to cause price fluctuations and then profit from the rebounds."

Speculation of this sort, he said, "gives a bad name to the coffee trader and could eventually result in higher prices than the relationship of supply and demand warrants."

He reported that U.S. imports of coffee during the first three months of this year were "16,109,350 bags, or nearly 29,000,000 pounds more than in the like period last year, and there is no sign of a letup in demand."

He declared that Brazilian coffee growers have already invited American capital and American agricultural experts to participate with them in an all-out campaign to boost production and to meet increasing demand.

"We have to modernize," the Brazilian Coffee Institute representative said, "or risk losing our position as the number-one coffee growing nation."

### **Israel to grow coffee**

An experiment in growing coffee has been carried on for the past eight years Dr. Israel Gindel, an Israeli scientist.

Despite the fact coffee has never been successfully raised in the region, Dr. Gindel's methods are expected to see coffee added to Israel's exportable crops, developed through funds invested in Israel bonds.

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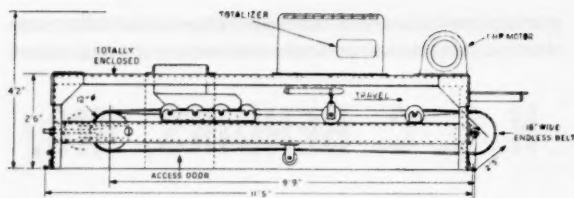
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Coffee-er  
Coffee!**

**S. A. SCHONBRUNN & CO., INC.  
77 Water Street, New York, N. Y.**





### **"Transporto Feeder" weighs, conveys coffee beans in large soluble plant**

New equipment for coffee operations has been announced by Dwight-Lloyd, Inc., a division of the Sintering Machinery Corp., Netcong, N. J.

It is the Transporto Feeder, a totally enclosed unit for the continuous weighing and conveying of coffee beans.

The device is said to be a complete conveying, weighing and feed regulating unit, with its own belt conveyor and drive, and a power operated regulating gate for feeding material at present feed rates.

The unit is now in use conveying coffee beans from storage bins to the grinder in a large instant coffee processing plant, it is reported. The beans, weighing 20 pounds per cubic foot, are conveyed on an 18-inch wide belt at a rate of approximately 4,000 pounds per hour. The maximum bean size is three-quarters of an inch.

The Transporto Feeder is totally enclosed to eliminate spillage. Access doors are located on each side for adjustment and inspection.

A completely mechanical differential weight integrator

automatically and continuously records on the master tonnage totalizer the product of the varying conveyor belt speed and the momentary weight per foot of belt passing over the scale suspension, it is explained. Remote instrumentation permits rigid production control by supervisory personnel located at a considerable distance from the actual operation.

Accuracy of 99½ per cent or better has been experienced with this installation, regardless of variations in belt speed and in the size and weight of the coffee beans being conveyed, it is claimed.

Units can be furnished with the conveyor length to fit the individual installation, using troughed, flat or flanged belts. Suitable controls can be incorporated to control feed rate of preceding equipment, or to stop the entire operation at any present total weight or on failure of material supply.

#### **To open Le Havre coffee futures market in July**

An official spokesman for the French Ministry of Economic Affairs, has announced that the Le Havre Coffee Futures Market will be opened "in July 1954."

This followed an earlier statement by A. J. Arioux, president of the Federation Nationale de Commerce des Cafe Verts, who said the reopening would be on July 1st.

Mr. Arioux said the following conditions were set with responsible authorities:

1. Absolute freedom of trading.
2. Guaranteed sufficiency of supplies—involving unrestricted imports from South America.
3. Facilities regard free currency exchange for members of E.P.U. which would enable them to trade freely at Le Havre.

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**IMPORTERS - COFFEE**

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**111 WALL ST. NEW YORK**

## NCA, producers rap Gov. Dewey for coffee switch suggestion

New York's Governor Dewey, a dairy farmer, last month drew upon himself the wrath of the United States coffee industry and of coffee producing countries.

He told the people of New York State they could, with one decision, "solve the milk surplus and the coffee shortage." He suggested the people drink milk instead of coffee. Milk, he insisted, was healthier, cheaper and more plentiful.

Governor Dewey said the coffee shortage was serious and would be felt for several years.

"It may well require a change in the beverage tastes and habits of Americans for some time to come," he added.

In a prompt telegram to the governor, James M. O'Connor, president of the National Coffee Association, said Dewey's appeal was based on a false premise.

In reality, there is no coffee shortage in this country, the NCA president pointed out, but only a reduction in world supplies. "Officials of producing countries have guaranteed the U. S. as much coffee as it needs," Mr. O'Connor said.

He reminded the governor that nearly half of all this country's 1953 coffee imports passed through the port of New York, and pointed out that Dewey's "switch" could seriously affect the employment of tens of thousands of New York State residents.

Joao Carlos Muniz, Brazilian ambassador to the United States, said Governor Dewey's appeal "does immeasurable harm to relations between the United States and the friendly coffee producing nations of Latin America."

No one can protest the governor's urging people to consume a fine beverage which is in surplus supply, Ambassador Muniz said. "But to urge them to do so at the expense of coffee, which is the economic lifeblood of friendly neighbor nations, appears to be undermining United States foreign policy aimed at maintaining and encouraging sound economies in friendly nations throughout the world," he added.

"The peoples of the coffee-producing nations of Latin America will greatly resent this action by Governor Dewey, which cannot but prove to be shortsighted and ill-advised, since it will reflect harshly and unfavorably on the hemispheric solidarity which is so vital to the free world today."

Alfonso Patina, acting head of the Colombia embassy in Washington, D. C., lodged a protest with the U. S. Department of State against Governor Dewey's suggestion.

### Coffee prices . . . and direct sales

(Continued from page 66)

housewares, soft goods, and gift and sporting lines are already found among our premium offerings, and most can be had through liquidation by credits, as well through purchase on deferred payment plans. In the case of the latter, we add no carrying charges and offer liberal time payments, with the convenience of collections at the same time our salesman delivers an order of coffee and groceries.

At this writing, upwards of 6,000 routes, serving more than 3,000,000 housewives all over the United States and Canada, are in operation. . . and it is the firm belief of all the leaders in our industry that with the return of normal markets, in both coffee and labor, we will continue to forge ahead and maintain the record of progress we have achieved in the past.

JUNE, 1954

## DO YOU REALLY LIKE RED INK?

If you're fed up with swapping dollars and trying to make a "silk purse out of a sow's ear" why not check up on our BC 28 cereal compound? Coffee roasters who have taken the plunge have increased their sales tenfold in a few weeks and, at the same time, are making their historical margin of profit.

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- SPOTS
- SHIPMENTS
- F. O. B.'s

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91 Front Street

New York

## Crops and countries

coffee news from producing areas

### Brazil to insure coffee growers against crop risks

Insurance coverage against risks to coffee crops in any part of Brazil will be provided by the country's new National Farm Insurance Co., it is reported by Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

The recently-established company is expected to be in operation by 1954. The program, which also provides coverage for other commodities and cattle herds, will be developed in two stages.

The first offers a standard policy which will provide a guarantee of reimbursement of the actual investment made in crops or herds.

The second stage includes the provision of guarantees against loss of profits, so that the farmer or stockbreeder would be able to obtain reimbursement not only for loss of invested capital but also for a percentage of profit lost, in case of damage by insects or disease or through climatic disasters, including frost and hail damage.

### Colombia cuts export tax on coffee to \$5 a bag

As a result of strong protests, the export tax on Colombian coffee has been reduced from \$10 to \$5 per 70 kilo bag.

This was done by raising the base from which the tax is calculated from \$105 to \$115.

The tax is established at 50 per cent of the difference between the indicated base and a set "minimum" of \$125 per bag.

At the same time, the Colombian Federation of Coffee Growers raised the support price in the interior, bringing it to the equivalent of around \$125 per bag FOB, or about 84 cents a pound ex dock N. Y. Raising support prices is believed to offset the effect of the tax reduction on the external price picture.

### Colombia signs coffee pact with Argentina

A new market for Colombia's coffee has been opened with the conclusion of a trade agreement with Argentina.

The pact provides for an exchange of goods for \$5,750,000, of which \$4,000,000 will be coffee, \$1,500,000 crude oil and the remainder miscellaneous commodities.

Argentina will export wheat and flour for \$1,500,000, \$1,400,000 in wollen yarns and the remainder in 15 classifications, including quebracho, malt, books, canned meat and linseed oil.

### Coffee to bring \$80,000,000 to Mexico

Coffee exports will bring Mexico some \$80,000,000 this year, it is estimated officially by the National Coffee Commission, headed by Juan Rebolledo Clement, according to a report by Douglas Grahame, Mexico City correspondent of COFFEE & TEA INDUSTRIES.

The Commission calculates 1954 coffee exports at 1,000,000 bags of 60 kilos each, a new high.

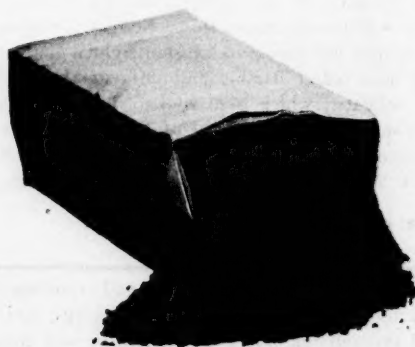


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*from the bean to the bag!*

To produce coffee it takes the proper soil, the right climate, and—*credit*. Bank of America, by maintaining a special department in coffee financing, offers expert assistance to the planter... the shipper... the American importer and distributor. If the international credit facilities of the world's largest bank can assist *you*, wire or write Bank of America, 300 Montgomery St., San Francisco, or 660 South Spring St., Los Angeles—attention International Banking Department.

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Bank of America (International), 40 Wall Street, New York



Mr. Clement announced the estimates after an interview in Mexico City with Antonio Carrillo Flores, Secretary of Finance. The interview concerned more federal government credits for coffee planters and was successful, said Mr. Clement.

The Ministry of Agriculture, through the Commission, is to provide coffee planters with 1,200,000 coffee bushes between May and September.

#### French Cameroon offers coffee

The Director of Economic Affairs, French Cameroon Government, Doula, French Cameroon, invites inquiries from U. S. importers of coffee, and asks that interested parties specify whether they import Robusta or Arabica.

#### Issues summary of Ecuador coffee exports

A summary of coffee exports from Ecuador in 1953 has been issued by the Compania de Intercambio y Credito S.A., Guayaquil, Ecuador.

Included is a chart showing exports by shippers and by countries of destination.

#### NCA adds George Boecklin to staff

The National Coffee Association has announced the appointment to its staff of George Boecklin, formerly assistant to the president of the John Waehner Mfg. Co., manufacturer of advertising specialties.

Mr. Boecklin will assist in general staff work.

#### U. S. company demonstrates coffee irrigation system to boost output in Brazil

A U. S. manufacturer of irrigation systems is now demonstrating in Brazil how their technique can be used to boost coffee production.

Donald C. Broadwell, export sales manager for Marlow Pumps, a division of the Bell & Gossett Co., is in the coffee growing country to show the use of sprinkler irrigation.

A demonstration unit is being put into operation now and will be used throughout the current growing season.

"The sprinkler irrigation demonstration will show Brazilian farmers the effectiveness of irrigation practices developed in the United States and now being used with spectacular success both in the United States and in other progressive countries," the company said. "Studies made over recent months at agricultural experimental stations in Brazil have shown that coffee output per acre, even in normal seasons, can be more than doubled by the application of water sprinkler irrigation in proper quantities and at the proper time."

Participating in this development are Dean F. E. Price, of the Orgeon State College, and Crawford Reid, of the Rain Bird Sprinkler Co.

The demonstration unit was imported into Brazil by Marlow's distributor, Industrias Quimicas Do Brazil. This organization manufactures fertilizer and insecticide, distributes throughout Brazil, and is studying methods of improving the Brazil coffee crop. This mutual cooperation between American manufacturers, Brazilian representatives, and American agronomists demonstrates a very definite step forward in coffee production, it was pointed out.

JUNE, 1954

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*Good to the Last Drop!*

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- ★ Cafes
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- ★ Churches
- ★ Clubs

★ Private Homes, or wherever large quantities of delicious uniformly brewed coffee is desired

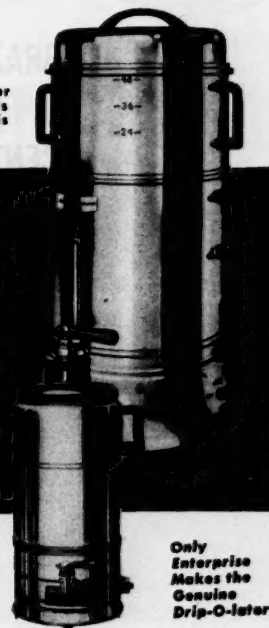
Easy to clean — Easy to use — Requires no bags, cloths or filter papers. Makes the same full-bodied brew everytime.

#### DU-48 URN

48-cup capacity — original, genuine drip process. Tomlinson No-Drip Faucet. Three way switch. 110-120 AC and DC current.

#### GE-18 URN

18-cup capacity. The little brother to the 48-cup urn.



THE ENTERPRISE ALUMINUM COMPANY

Mansfield, Ohio

Only Enterprise Makes the Genuine Drip-O-lator



## Boom in world coffee spurs Hawaii growers to open new acreage

The boom in the world coffee market has proved a shot in the arm for Hawaii's coffee growers, and plans are rapidly moving ahead for the opening up of new acreage.

Although this American territory's output is only a drop in the bucket compared to world production, totaling 8,230,000 pounds valued at \$4,383,000 in the 1953 crop-year, it is one of the island's most important secondary revenue-producers, after sugar and pineapple. The annual yield per acre in the Kona district, where the Hawaiian coffee industry is centered, is about 2,000 pounds, compared to the South American average of 350 to 500 pounds.

The signal for the Hawaiian industry's expansion came from Y. Baron Goto, associate director of the Hawaii Agricultural Extension Service, following a visit to Washington where he attended a top level conference on the world coffee situation.

"Before I made my trip to Washington," he said, "I could only maintain a cautious optimism when asked whether extensive new coffee plantings should be started in Hawaii." He pointed out that during the past half century Hawaiian growers have had some bitter experiences with slumping prices.

About 4,000 acres of Kona land are presently devoted to coffee production. Recently, some 500 to 750 acres of land which had been leased to a ranch were made available for coffee production. This land is being broken

up into about ten acre plots and leased to individual growers. An additional 1,000 acres of this ranch land, and some 450 acres of government land, are being considered for coffee growing. The land is considered by experts to be excellent for coffee.

In addition to the Kona lands, the possibility exists that another section of the "Big Island" of Hawaii will be opened up for coffee production. In March, 1954, it was announced that the Olaa Sugar Company is studying the establishment of coffee plantations in the Puna region.

A University of Hawaii agriculturalist, Edward T. Fukuunaga, is preparing a report for the company. He states the Puna region is favorable for coffee production. In fact, at one time about 6,000 acres in Puna were devoted to coffee but they were abandoned when the industry hit hard times.

Don Mayo, editor of the University of Hawaii Extension, said in a recent newspaper article that the world coffee boom "brings great promise of great prosperity" to Hawaiian coffee farmers. He said the Kona district can claim "what is perhaps the highest per acre production in the world."

A comprehensive study of the Hawaiian and world coffee situation has been made by Mr. Goto. In summarizing all the factors, he stated that the Hawaiian growers "cannot do otherwise than expect an exceptionally good market in the next few years."

Among his recommendations were that additional acreage should be developed immediately; that the planting of Guatemalan coffee should be encouraged; that old, poorly producing trees should be replaced and that planting in new areas should be encouraged.

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### • CENTRAL AMERICANS

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UNWASHED

WASHED

# W.R. Grace & Co.

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NEW YORK

NEW ORLEANS

### **FTC coffee report may be ready soon**

Federal Trade Commission spokesman said last month that a report on the coffee price increases would be submitted either to President Eisenhower or to Congress in June.

An indication of how the boom has benefited the Hawaiian growers is shown in recent coffee statistics. Although the Kona crop in the 1954 crop year (which ends in June) is estimated at some 230,000 pounds less than 1953 production (8,230,000 pounds), it is estimated this year's crop will yield some \$6,000,000 compared to \$4,383,000 last year.

### **Liberia invites U. S. capital for large scale coffee planting**

The Liberian government, as part of its program to expand coffee production, is making efforts to interest private foreign capital in the cultivation of coffee on a large-scale plantation basis.

In particular, Liberia is looking to the United States for private capital investment.

The Liberian embassy in Washington, D. C., issued a statement calling attention to coffee production potential-

ities in Liberia and affirming that the Liberian government will do everything possible to facilitate the sound establishment, on a profitable basis, of American foreign private investments in coffee cultivation.

Liberian coffee production and exports in recent years have shown an upward trend, spurred by sharp price rises on the world coffee market.

Coffee once was Liberia's leading agricultural export, but falling prices and more attractive markets in other crops, such as rubber, palm oil, and palm kernels, led to a steady drop in production during the 1930's and early 1940's.

Since the war, interest in coffee culture has revived in Liberia, and, under government sponsorship an energetic program has been developed to expand coffee cultivation by increasing planting, reclaiming abandoned coffee plantations that had been absorbed in forest growth, and providing technical advice and guidance to Liberian farmers.

An estimated 1,630,650 new coffee trees were planted in Liberia between 1945 and 1949. Figures for later years are not available.

Coffee cultivation in Liberia has been emphasized in the activities of the U. S. Foreign Operations Administration. Liberica and Robusta predominate among varieties of coffee currently grown.

The Operations Mission has been experimenting with some 50 other varieties to determine which are best suited to Liberian soil and climatic conditions.

The mission also has been distributing seedlings to local farmers.

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*135 Front Street, New York 5, N. Y.*

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*Direct Connections with Producing Countries*

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GREEN COFFEE ASSOCIATION OF N.Y.C., INC.  
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**"Instant" sales are going up...**



**A**nd that is our business!

**We are the largest independent manufacturers of *Instant* Coffees under private brand.**

**Counted among our clients are many famous grocery chains and coffee distributors throughout the country and abroad.**

**We blend, roast, grind, extract, filter, dry, sift, pack, ship—and even help you design labels, caps, cartons and jars.**

**Obviously, we know coffee—why not let us help you market your own brand now—  
*Sol Café Mfg. Corp., 71 Gansevoort Street,  
New York 14.***

## Solubles



Instant coffee, with choice of cream and sugar, anytime, any place.

### Instant coffee makings, plus paper cup and spoon, available as a "package"

By EDWARD B. HAUCK

E. L. Thoma, a retired sales executive of River Forest, Ill., has started a new business by developing a new way for serving a cup of coffee in motels, railroads, steamships, hotels, and airlines.

Believing that confirmed coffee drinkers often find it difficult to get their favorite beverage when they want it while traveling, Mr. Thoma devised a "package" cup of coffee which he says fills this need. Response thus far confirms his view.

The self-contained coffee unit which Mr. Thoma packages consists of a six-ounce round nested paper cup, and separate, measured packs of instant coffee, powered cream and sugar. Only hot water, either from a tap, kettle or urn, is necessary to produce a cup of coffee. The unit comes ready for use. The small packs of ingredients are fastened to the lid of the cup in a cellophane bag. The lid, which has a detachable stirrer, can be used as a coaster.

The coffee package, explains Mr. Thoma, is more than a clever gadget, adding that many times the traveler desires coffee at an unusual hour, when nearby restaurants or coffee bars are closed, or where a cup of coffee cannot be had through the usual means. In situations such as these, he says, his product is valuable.

Mr. Thoma calls his coffee unit, "5 Way Coffee Fashion," and is president of the firm producing it. His own experience gave him the idea for the product.

For many years, Mr. Thoma traveled extensively as a business executive.

Being an ardent coffee drinker, he liked to have a cup on arising in the morning and in the late evening before retiring. Many times he found it extremely difficult to satisfy his coffee taste.

When he retired from business last year, Mr. Thoma pursued the idea. On a vacation trip to Florida, he tried carrying instant coffee, but found this alone wasn't the answer, because he had to stop not only for water but also for cream, and in addition had to wash spoons and cups.

Later, he found that powdered cream could replace liquid cream. The instant coffee and individual portions of sugar were available, so the only problem that remained was the selection of a container.

"I mulled this over for many hours in planning my 5 Way Coffee Fashion," says Mr. Thoma, "and it all boiled down to using a paper cup. First, because of its economy, and because the breakage of glasses would be tremendous in using hot water. Paper means no cups or glasses to wash—just deposit the empty containers from the instant coffee, cream and sugar, and the used cup and lid, into the waste basket, and you're ready for the next customer."

The success of the product, as far as Mr. Thoma is concerned, is summed up by "the many repeat orders I am receiving."

### Hills to market instant coffee before year end

Ever since instant coffee started to become a factor in the market, the industry has wondered when Hills Bros. Coffee, Inc., San Francisco, would put an entry into the field.

In a newspaper advertisement widely published last month, Hills Bros. gave the answer. Their new instant coffee will be on the market before the end of the year.

The editorial-type advertisement, headed "How do you like your coffee?", appeared in newspapers with a combined circulation of more than 18,000,000. The schedule covers the company's marketing area from the West Coast to Ohio. N. W. Ayer & Son is the agency.

The advertisement declared, "We could have offered you an instant coffee at any time during the last 20 years. But we have continued our research and development since 1934 because we were determined that when we put our name on instant coffee it would combine real coffee-quality with coffee-convenience. Now, we can announce that before the year is out, you will begin to see our new Instant Hills Bros. Coffee on your grocer's shelf. In your cup, it will not only look like coffee—but taste like coffee, with all its lingering goodness."

Instant Hills Bros. Coffee will be made in a new plant which the company has near completion adjoining its present San Francisco plant.

**YOU  
CAN GET  
AND CONTROL  
YOUR SHARE  
OF THE PROFITABLE  
SOLUBLE COFFEE  
BUSINESS WITH**



**YOUR  
LABEL  
INSTANT  
COFFEE**

**THE SOLUBLE WITH THE  
HIGHEST TASTE-TEST  
RATING**

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## Marketing

advertising . . . merchandising . . . promotion

### U. S. coffee break moves across border into Canada, survey shows

America's coffee break habit has moved across the border into Canada. According to a survey of 2,390 Canadians conducted for the Pan-American Coffee Bureau, 46 per cent of those who reported drinking coffee "yesterday" consumed it between meals.

The study revealed that about four out of five Canadians 18 years or over are now coffee drinkers. Men consume a little more than three cups per day, women a bit under three.

Between-meal coffee drinking in Canada is more prevalent among people working outside the home. The survey showed that 43 per cent of factory, office and store employees had coffee between meals, compared with 44 per cent of those in other non-home jobs, and 25 per cent of those not employed outside the home.

More than three out of five Canadians employed away from their homes now have rest periods at their place of work.

The study also turned up the fact that 23 per cent of the Canadian coffee drinkers polled consider the beverage "a necessity." Sixty-one per cent regard it as "an enjoyment drink."

### Booklet helps roaster's customers get the best out of their coffee

Consumers want to know how to make good coffee—and the Coffee Brewing Institute has issued a booklet to help roasters' customers achieve that end.

The booklet, a tasteful, eight-page affair with illustration in color, is titled "How you can make good coffee every time."

The booklet gives simple, straightforward directions that apply to all types of coffee brewing appliances—percolator, drip pot and vacuum.

CBI is offering the booklet to roasters at actual production cost, plus mailing charges.

Space has been allowed on the back cover for the roaster's brand imprint.

The booklet devotes a full page to making iced coffee. Two methods are described—"quick double-strength" and "pre-cooled".

### Nestle says full price couponing was most economical promotion

Of five different advertising-promotion campaigns to introduce Nestle's Instant Coffee, the most expensive—full purchase price couponing—turned out to be the most economical in the long run, said Donald Cady, vice president in charge of advertising and merchandising of The Nestle Co., Inc., during a speech at the Merchandising Clinic of the American Marketing Association in New York City.

The campaign, selected by the A.M.A. as one of the "three outstanding merchandising jobs of 1953," was 30

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FOR YOUR BEST BLENDS USE  
THE BEST MILD COFFEES IN  
THE WORLD WHICH ARE  
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SAN SALVADOR, EL SALVADOR



months in planning, Mr. Cady revealed, and final plans were set half a year before entering the New York market.

Throughout the industry, the question was raised as to how the introduction of a companion product to Nescafe, such as Nestle's Instant Coffee, would affect Nescafe sales. "For the year 1953, in almost every market where we were selling both products, our rate of increase on Nescafe is higher than it is in the balance of the same Nielsen territory," Mr. Cady said.

"You've never really sold Mrs. Consumer a food product until she has tasted it, likes it and comes back for more," said Mr. Cady. "In Nestle's Instant Coffee we knew we had a product that the consumer would like if we could just get her to try it. And the more quickly we could get her to try it, the more quickly we would be established in the market."

"We therefore decided to coupon the metropolitan area—of New York—with a coupon good for a full two-ounce jar absolutely free, with no purchase requirements whatsoever. We had tested this before in opening other major markets, such as Philadelphia and Detroit. While the initial cost of such an operation is quite high, in the long run it actually proved more economical in these markets than other lower cost introductory promotions we had tested."

Couponing was done selectively, Mr. Cady explained, to cover worthwhile shopping areas. "This selective couponing was also very helpful in selling the trade, because it enabled us to show individual stores and chains how their neighborhood area was being covered."

In the advertising campaign accompanying the promotion, Mr. Cady said that a good balance of newspaper, spot radio and spot TV was used in addition to full color in Sunday supplements, since in "a new product, package identification in color is important."

The success of the combined promotion and advertising campaign was proved by initial orders from leading grocery chains, Mr. Cady announced. Although advance estimates by Nestle of the grocers' requirements were high, the orders approximated closely these estimates. It was the long, careful testing and planning which achieved the results, he said.

Working closely with Nestle was its advertising agency, Sherman and Marquette, Inc. W. C. Geoghegan, vice president of S. & M., is account executive.

#### **Robinson named NMTA v. p.**

J. L. Robinson, vice president and director of Jabez Burns & Sons, Inc., New York City, was elected first vice president of the National Metal Trades Association at an executive session preceding the group's second annual Mid-Atlantic Assembly held in New York City.

A member of the national executive committee of NMTA's administrative council, Mr. Robinson has just completed a term as president of the New York-New Jersey Branch of the association. In addition to serving as chairman of the membership committee, he also supervised the five-state mid-Atlantic area as chairman of NMTA Region B.

Mr. Robinson, a graduate of Cornell University, has served as a visiting lecturer at the Tuck Business School, Dartmouth College. He has been active with Jabez Burns & Sons, Inc., manufacturers of coffee processing machinery, since 1922. He resides in Summit, N. J.

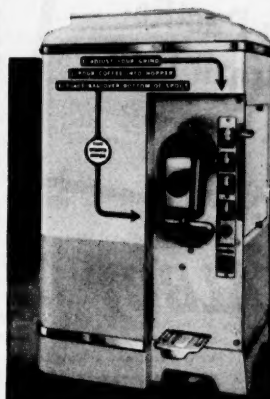
The special election was held to fill the vacancy left by the resignation of Norman L. Rowe, vice president of the Ideal Roller and Manufacturing Co., Long Island City, N. Y.

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**AMERICAN  
DUPLEX CO.**  
LOUISVILLE 2, KY.  
Manufacturers of  
**THE WAY TO  
GRIND COFFEE —  
THE WAY TO  
SELL COFFEE —**  
The  
**GRINDMASTER**

## **R. C. WILHELM & CO., Inc.**

129 FRONT ST., NEW YORK 5, N. Y.

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PACIFIC-ARGENTINE-  
BRAZIL LINE, INC.  
POPE & TALBOT, INC.  
AGENTS

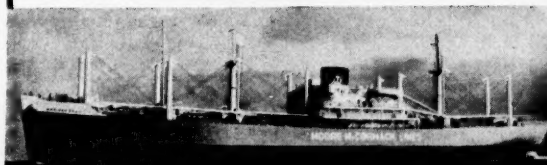
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for 12  
passengers

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LINES**

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PACIFIC WEST INDIES - PUERTO RICO  
PACIFIC AND ATLANTIC INTERCOASTAL

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ARGENTINA**

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**Where you want it...**

**When you want it...**

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

**ARGENTINE STATE LINE**

Boyd, Weir and Sewell, Inc., General Agents  
24 State Street, New York 4, N. Y., Tel. BO 9-5660





# Ship sailings

## A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
JarPac—Java-Pacific Line  
Lamp-Ho—Lamport & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mametic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
NYK—Nippon Yusen Kaisha Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neth—Royal Netherland Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chsn—Charlesston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gj—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Mt—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nj—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
6/15	Alcyon	UFruit	Cristobal <sup>2</sup> 6/21 NY6/29
6/19	Mabella	UFruit	Cristobal <sup>2</sup> 6/25 NY7/3
6/21	Byfjord	UFruit	Cristobal <sup>2</sup> 6/27 N07/3
7/3	A steamer	UFruit	Cristobal <sup>2</sup> 7/9 NY7/17
7/20	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
8/21	Cstl Avnturer	Grace	LA9/1 SF9/4 Se9/10

<b>ACAPULCO</b>			
7/14	Cstl Avnturer	Grace	Cristobal <sup>2</sup> 7/29

<b>AMAPALA</b>			
6/18	Alcyon	UFruit	Cristobal <sup>2</sup> 6/21 NY6/29
6/18	Anchor Hitch	Grace	Cristobal <sup>2</sup> 6/27
6/22	Mabella	UFruit	Cristobal <sup>2</sup> 6/25 NY7/3
6/24	Byfjord	UFruit	Cristobal <sup>2</sup> 6/27 N07/3
7/6	A steamer	UFruit	Cristobal <sup>2</sup> 7/9 NY7/17
7/17	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
7/19	Cstl Avnturer	Grace	Cristobal <sup>2</sup> 7/29
8/18	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/10

<b>BARRANQUILLA</b>			
6/12	Leon	UFruit	N06/18
6/15	Santa Ana	Grace	NY6/23
6/16	Andrea	UFruit	NY6/26
6/18	Guadeloupe	Independence	LA7/1 SF7/3 Va7/8 Se7/10 Po7/13
6/20	Aggersborg	UFruit	N06/24
6/23	Cape Avinof	UFruit	NY7/3
6/26	Lempa	UFruit	N06/30
6/30	Marna	UFruit	NY7/11
7/2	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
7/7	Majorka	UFruit	NY7/17
7/14	Avenir	UFruit	NY7/25
7/21	Cape Avinof	UFruit	NY7/31
8/3	Cstl Avnturer	Grace	LA9/1 SF9/4 Se9/10

SAILS	SHIP	LINE	DUE
<b>BARRIOS</b>			
6/12	Mafalda	UFruit	NY6/19
6/12	Leon	UFruit	N06/18
6/19	Vindeggen	UFruit	NY6/26
6/20	Aggersborg	UFruit	N06/24
6/26	Cape Cod	UFruit	NY7/1
6/26	Lempa	UFruit	N06/30
7/3	Leon	UFruit	N07/10
7/3	Lovland	UFruit	NY7/31
7/10	Mafalda	UFruit	NY7/17
7/11	Aggersborg	UFruit	N07/15
7/17	Lempa	UFruit	N07/21
7/17	Vindeggen	UFruit	NY7/24
7/24	Cape Cod	UFruit	NY7/30
7/24	Leon	UFruit	N07/28

<b>BUENAVENTURA</b>			
6/11	Merchant	Gulf	Ho6/23 N06/27
6/13	Santa Isabel	Grace	NY6/21
6/16	Santa Ines	Grace	NY6/24 Bo6/29 Ba7/2 Pa7/4
6/20	Santa Barbara	Grace	NY6/28
6/22	Santa Leonor	Grace	LA6/30 SF7/4 Se7/8
6/22	Guadeloupe	Independence	LA7/1 SF7/3 Va7/8 Se7/10 Po7/13
6/25	Shipper	Gulf	Ho7/7 N07/11
6/27	Santa Maria	Grace	NY7/5
7/2	Santa Elisa	Grace	LA7/11 SF7/14 Se7/19
7/4	Santa Luisa	Grace	NY7/12
7/25	Santa Flavia	Grace	LA8/3 SF8/5 Se8/12
8/16	Santa Eliana	Grace	LA8/25 SF8/27 Se9/3

<b>CARTAGENA</b>			
6/12	Santa Rosa	Grace	NY6/16
6/14	Andrea	UFruit	NY6/26
6/14	Avenir	UFruit	N06/27
6/19	Santa Paula	Grace	NY6/23
6/21	Cape Avinof	UFruit	NY7/3



SAILS	SHIP	LINE	DUE
6/26	Santa Rosa	Grace	NY6/30
6/28	A steamer	UFruit	NY7/10
6/28	Marna	UFruit	N07/11
7/3	Santa Paula	Grace	NY7/7
7/5	Majorka	UFruit	NY7/17
7/10	Santa Rosa	Grace	NY7/14
7/12	Avenir	UFruit	N07/25
7/12	Andrea	UFruit	NY7/24
7/17	Santa Paula	Grace	NY7/21
7/19	Cape Avinof	UFruit	NY7/31

#### CHAMPERICO

7/22	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
8/23	Csti Avnturer	Grace	LA9/1 SF9/4 Se9/10

#### CORINTO

6/11	Alcyon	UFruit	Cristobal <sup>2</sup> 6/21 NY6/29
6/15	Mabella	UFruit	Cristobal <sup>2</sup> 6/25 NY7/3
6/18	Byfjord	UFruit	Cristobal <sup>2</sup> 6/27 N07/3
6/22	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/27
6/25	Guadeloupe	Independence	LA7/1 SF7/3 Va7/8 Se7/10 Po7/13
6/29	A steamer	UFruit	Cristobal <sup>2</sup> 7/9 NY7/17
7/16	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
7/22	Csti Avnturer	Grace	Cristobal <sup>1</sup> 7/29
8/17	Csti Avnturer	Grace	LA9/1 SF9/4 Se9/10

#### CRISTOBAL

6/22	Alcyon	UFruit	NY6/29
6/22	Avenir	UFruit	N06/27
6/26	Mabella	UFruit	NY7/3
6/28	Byfjord	UFruit	N07/3
7/6	Marna	UFruit	N07/11
7/20	Avenir	UFruit	N07/25

#### DAR es SALAAM

6/10	Karsik	Royal Inter	LA8/4 SF8/9 Po8/14 Se8/17 Va8/19
6/13	Afr Rainbow	Farrell	NY7/13
6/21	Afr Sun	Farrell	NY8/2

SAILS	SHIP	LINE	DUE
6/30	Charlotte	Lykes	Gulf 8/9
7/1	Afr Sun	Farrell	NY8/2
7/10	Van Heutsz	Royal Inter	LA9/4 SF9/9 Po9/14 Se9/17 Va9/19
7/14	Ruth	Lykes	Gulf 8/21
7/20	Afr Crescent	Farrell	NY8/19

#### DURBAN

6/16	Charlotte	Lykes	Gulf 8/9
6/18	Reuben Tipton	Lykes	Gulf 7/19
7/3	Ruth	Lykes	Gulf 8/21

#### EL SALVADOR

6/25	Wyoming	French	LA7/5 SF7/9 Va7/15 SE7/18 Po7/21
6/26	Guadeloupe	Independence	LA7/1 SF7/3 Va7/8 Se7/10 Po7/13

#### GUATEMALA

6/27	Guadeloupe	Independence	LA7/1 SF7/3 Va7/8 Se7/10 Po7/13
6/29	Wyoming	French	LA7/5 SF7/9 Va7/15 Se7/18 Po7/21

#### GUAYAQUIL

6/28	Santa Elisa	Grace	LA7/11 SF7/14 Se7/19
8/12	Santa Eliara	Grace	LA8/25 SF8/27 Se9/3

#### LA GUAIRA

6/10	Santa Rosa	Grace	NY6/16
6/12	Santa Ana	Grace	Chsn 6/21 NY6/23
6/17	Santa Paula	Grace	NY6/23
6/19	Santa Catalina	Grace	Chsn 6/28 Pa6/30 NY7/1
6/24	Santa Rosa	Grace	NY6/30
6/26	Santa Teresa	Grace	Chsn 7/5 NY7/7
7/1	Santa Paula	Grace	NY7/7
7/3	Santa Ana	Grace	Chsn 7/21 Pa7/14 NY7/15
7/8	Santa Rosa	Grace	NY7/14
7/15	Santa Paula	Grace	NY7/21

TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

## SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA  
Regular weekly sailings

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MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

#### AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.

Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.

Rua 15 de Novembre 176-178

LUANDA & LOBITO:

Sociedade Luso-Americana, Ltda.

MATADI:

Nieuwe Afrikaansche Handels Vennootschap



SAILS SHIP LINE DUE

### LA LIBERTAD

6/13	Alcyon	UFruit	Cristobal <sup>2</sup>	6/21 NY6/29
6/17	Mabella	UFruit	Cristobal <sup>2</sup>	6/25 NY7/3
6/20	Byfjord	UFruit	Cristobal <sup>2</sup>	6/27 N07/3
7/1	A steamer	UFruit	Cristobal <sup>2</sup>	7/9 NY7/17
7/18	Cstl Avnturer	Grace	Cristobal <sup>2</sup>	7/29
7/19	Anchor Hitch	Grace	LA7/31 SF8/3	Se8/9
8/20	Cstl Avnturer	Grace	LA9/1 SF9/4	Se9/10

### LA UNION

6/16	Alcyon	UFruit	Cristobal <sup>2</sup>	6/21 NY6/29
6/20	Anchor Hitch	Grace	Cristobal <sup>2</sup>	6/27
6/20	Mabella	UFruit	Cristobal <sup>2</sup>	6/25 NY7/3
6/23	Byfjord	UFruit	Cristobal <sup>2</sup>	6/27 N07/3
7/4	A steamer	UFruit	Cristobal <sup>2</sup>	7/9 NY7/17
7/18	Anchor Hitch	Grace	LA7/31 SF8/3	Se8/9
7/20	Cstl Avnturer	Grace	Cristobal <sup>2</sup>	7/29
8/19	Cstl Avnturer	Grace	LA9/1 SF9/4	Se9/10

### LIMON

6/12	Majorka	UFruit	NY6/19
6/20	Andrea	UFruit	NY6/26
6/20	Avenir	UFruit	N06/27
6/27	Cape Avinof	UFruit	NY7/3
7/4	A steamer	UFruit	NY7/10
7/4	Marna	UFruit	N07/11
7/11	Majorka	UFruit	NY7/17
7/18	Andrea	UFruit	NY7/24
7/18	Avenir	UFruit	N07/28
7/25	Cape Avinof	UFruit	NY7/31

### LOBITO

6/24	Del Campo	Delta	N07/21
6/6	Afr Dawn	Farrell	NY7/25
7/4	Afr Glen	Farrell	NY7/24
7/16	Del Rio	Delta	N08/11
7/24	Afr Grove	Farrell	NY8/22
7/26	Afr Pilgrim	Farrell	NY8/15
7/29	Del Aires	Delta	N08/22

### LUANDA

6/18	Del Campo	Delta	N07/21
6/23	Afr Dawn	Farrell	NY7/25
7/1	Afr Glen	Farrell	NY7/24
7/11	Del Rio	Delta	N08/11
7/21	Afr Grove	Farrell	NY8/22
7/23	Afr Pilgrim	Farrell	NY8/15
7/24	Del Aires	Delta	N08/22

### MARACAIBO

6/13	Santa Sofia	Grace	Pa6/21 NY6/22
7/5	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
8/6	Cstl Avnturer	Grace	LA9/1 SF9/4 Se9/10

### MATADI

6/15	Del Campo	Delta	N07/21
6/20	Afr Dawn	Farrell	NY7/25
6/28	Afr Glen	Farrell	NY7/24
7/8	Del Rio	Delta	N08/11
7/18	Afr Grove	Farrell	NY8/22
7/20	Afr Pilgrim	Farrell	NY8/15
7/21	Del Aires	Delta	N08/22

### MOMBASA

6/10	Karsik	Royal Inter	LA8/4 SF8/9 Po8/14 Se8/17 Va8/19
6/20	Afr Sun	Farrell	NY8/2
6/21	Leslie	Lykes	Gulf 7/20
7/8	Afr Crescent	Farrell	NY8/19
7/10	Van Heutsz	Royal Inter	LA9/4 SF9/9 Po9/14 Se9/17 Va9/19
7/12	Charlotte	Lykes	Gulf 8/9
7/25	Ruth	Lykes	Gulf 8/21

### PORT SWETTENHAM

6/28	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
7/29	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13

JUNE, 1954

## NOPAL LINE

The Northern Pan-American Line A/S  
Oslo

Regular Service

Fast Norwegian Motorships

Coffee Service

Brazil/U. S. Gulf

General Agents

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Whitehall 3-1572

New Orleans—Biehl & Co., Inc., Pere Marquette Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

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Dependable service on  
coffee shipments from

## BRAZIL

All coffee cargoes receive speedy, careful handling and personalized service when they're shipped with iFc Lines. Every shipment gets specialized handling to insure dependable, safe arrival. And every iFc ship pleasantly accommodates 12 passengers.



### AGENTS

**BRAZIL**—Agencia Johnson Ltd., Rio de Janeiro, Santos and São Paulo  
**CANADA**—Canard Steam-Ship Co. Ltd., Montreal, Toronto, Halifax

**BALTIMORE**—The Hinkins Steamship Agency, Inc., Munsey Bldg.

**NEW ENGLAND**—Roger H. Heidinger, Westport, Conn.

**PHILADELPHIA**—B. H. Sobelman & Co., Inc., Bourse Bldg.

**CHICAGO**—F. C. MacFarlane, 105 West Adams St.

**DETROIT**—F. C. MacFarlane, 945 Free Press Bldg.

**PITTSBURGH**—Lamarck Shipping Agency, 202 Henry W. Oliver Bldg.

International Freighting Corporation, Inc.

17 Battery Place, New York City 4, N. Y.—Phone Dighy 4-2800  
Pier 2, Erie Basin, Brooklyn, N. Y.—Phone Main 5-3158  
Branch Office: Buenos Aires—Avenida Pta. Julio A. Roca-710



## FAITHFUL SERVANTS OF THE COFFEE TRADE

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line Santa ships provide year-round American-Flag service from the Coffee Ports of:

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VENEZUELA  
ECUADOR  
PERU**  
and West Coast of  
**CENTRAL AMERICA**

to

**NEW YORK  
JACKSONVILLE  
PHILADELPHIA  
BOSTON  
BALTIMORE**

**LOS ANGELES  
SAN FRANCISCO  
SEATTLE  
VANCOUVER, B. C.**



## GRACE LINE

10 Hanover Square, New York 5, N. Y.  
Tel. DIgby 4-6000  
Agents and Offices in All Principal Cities

## FOR FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ...  
rely on

## UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

**GUATEMALA      NICARAGUA  
EL SALVADOR    COSTA RICA  
HONDURAS       COLOMBIA**

and **NEW YORK · NEW ORLEANS · HOUSTON**  
and other U. S. ports

**NEW YORK:**  
Pier 3, North River

**NEW ORLEANS:**  
321 St. Charles St.



SAILS	SHIP	LINE	DUE
9/29	Cingalese	Prince	Hal1/3 Bol1/6 NY11/7 Bal1/13
10/29	British	Prince	Hal2/4 Bol2/7 NY12/8 Bal2/15

### PARANAGUA

6/12	Ravnanger	Wes-Lar	LA7/13 SF7/18 Po7/24 Se7/26 Va7/28
6/13	Mormacsurf	Mormac	Ba7/2 Pa7/4 Bo7/6 NY7/8
6/14	Honduras	Lloyd	NY7/5
6/14	Seafarer	PAB	LA7/8 SF7/10 Va7/16 Se7/18 Po7/21
6/14	Chile	Lloyd	N07/4 Ho7/11
6/15	Aagtedyk	Hol-Int	NY7/4 Bo7/7 Pa7/9 Ba7/10 HR7/11
6/16	Mormacstar	Mormac	Jx7/14 Ba7/8 Pa7/10 NY7/12 Bo7/15 M17/20
6/16	Mormacmar	Mormac	LA7/14 SF7/18 Po7/23 Se7/25 Va7/29
6/17	DelAlba	Delta	N07/8
6/19	Antonina	Brodin	NY7/8 Bo7/10 Pa7/12 Ba7/14
6/21	Mormacdove	Mormac	NY7/10 Bo7/13 Pa7/15 Ba7/17 N17/18
6/24	Peru	Lloyd	NY7/17
6/26	Del Viento	Delta	N07/20
6/28	Mormacwren	Mormac	Ba7/17 Pa7/19 Bo7/21 NY7/22
7/3	Mormacland	Mormac	LA7/29 SF8/3 Po8/9 Se8/11 Va8/15
7/4	Cuba	Lloyd	N07/26 Ho7/31
7/4	Mormacyork	Mormac	NY7/26 Bo7/29 Pa7/31 Ba8/2 N18/3
7/5	America	Lloyd	NY7/26
7/6	Falkanger	Lloyd	LA8/2 SF8/5 Po8/10 Se8/12 Va8/14
7/11	Mormacpine	Mormac	Jx7/29 Ba8/2 Pa8/4 NY8/6 Bo8/9 M18/13
7/13	Del Valle	Delta	N08/4
7/17	Vigrid	Stockard	Bo7/6 NY7/8 Ba7/10 Pa7/12
7/24	Del Monte	Delta	N08/17
8/13	Del Mundo	Delta	N09/4

### PUERTO CABELLO

6/10	Santa Rosa	Grace	NY6/16
6/17	Santa Paula	Grace	NY6/23
6/24	Santa Rosa	Grace	6/30
7/1	Santa Paula	Grace	NY7/7
7/8	Santa Rosa	Grace	NY7/14
7/15	Santa Paula	Grace	NY7/21

### PUNTARENUS

6/11	Mabella	UFruit	Cristobal <sup>2</sup> 6/21 NY6/29
6/15	Byfjord	UFruit	Cristobal <sup>2</sup> 6/27 N07/3
6/24	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/27
6/24	Guadeloupe	Independence	LA7/1 SF7/3 Va7/8 Se7/10 Po7/13
6/25	A steamer	UFruit	Cristobal <sup>2</sup> 7/9 NY7/17
7/12	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
7/26	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 7/29
8/13	Cstl Avnturer	Grace	LA9/1 SF9/4 Se9/10

### RIO de JANEIRO

6/12	Itajai	Brodin	NY6/27 Bo6/29 Pa7/1 Ba7/3
6/12	Del Santos	Delta	N06/29
6/17	Del Sud	Delta	N07/1
6/17	Ravnanger	Wes-Lar	LA1/13 SF7/18 Po7/24 Se7/26 Va7/28
6/18	Honduras	Lloyd	NY7/5
6/18	Chile	Lloyd	N07/4 NY7/11
6/19	Aagtedyk	Hol-Int	NY7/4 Bo7/7 Pa7/9 Ba7/10 HR7/11
6/19	Seafarer	PAB	LA7/8 SF7/10 Va7/16 Se7/17 Po7/21
6/20	Mormacstar	Mormac	Jx7/4 Ba7/8 Pa7/10 NY7/12 Bo7/15 M17/20
6/21	Vigrid	Stockard	Bo7/6 NY7/8 Ba7/10 Pa7/12
6/21	Del Alba	Delta	N07/8
6/23	Antonina	Brodin	NY7/8 Bo7/10 Pa7/12 Ba7/14
6/24	Mormacland	Mormac	LA7/29 SF8/3 Po8/9 Se8/11 Va8/15
6/28	Peru	Lloyd	NY7/17
6/30	Argentina	Mormac	NY7/12
7/3	Del Viento	Delta	N07/20
7/8	Del Mar	Delta	N07/22
7/9	America	Lloyd	NY7/26
7/9	Cuba	Lloyd	N07/26 H07/31
7/9	Falkanger	Wes-Lar	LA8/2 SF8/5 Po8/10 Se8/12 Va8/14
7/11	Mormacyork	Mormac	NY7/26 Bo7/29 Pa7/31 Ba8/2 N18/3
7/18	Del Valle	Delta	N08/4
7/22	Del Notre	Delta	N08/5
7/31	Del Monte	Delta	N08/17
8/5	Del Sud	Delta	N08/19
8/18	Del Mundo	Delta	N09/4
8/26	Del Mar	Delta	N09/9

### SAN JOSE

6/16	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/27
7/17	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 7/29
7/21	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
8/22	Cstl Avnturer	Grace	LA9/1 SF9/4 Se9/10

SAILS SHIP LINE DUE

# SANTOS

6/10	Mormackite	Mormac	NY6/25 Bo6/28 Pa6/30 Ba7/2 N17/3
6/11	Itajai	Brodin	NY6/27 Bo6/29 Pa7/1 Ba7/3
6/15	Mormacmar	Mormac	LA7/14 SF7/18 Po7/23 Se7/25 Va7/29
6/16	Chile	Lloyd	N07/4 Ho7/11
6/16	Del Sud	Delta	N07/1
6/16	Ravnanger	Wes-Lar	LA7/13 SF7/18 Po7/24 Se7/26 Va7/28
6/17	Mormacsurf	Mormac	Ba7/2 Pa7/4 Bo7/6 NY7/8
6/17	Honduras	Lloyd	NY7/5
6/18	Seafarer	PAB	LA7/8 SF7/10 Va7/16 Se7/17 Po7/21
6/18	Aagtedyk	Hol-Int	NY7/4 Bo7/7 Pa7/9 Ba7/10 HR7/11
6/19	Del Alba	Delta	N07/8
6/19	Mormacstar	Mormac	Jx7/4 Ba7/8 Pa7/10 NY7/12 Bo7/15 Ma7/20
6/20	Vigrid	Stockard	Bo7/6 NY7/8 Ba7/10 Pa7/12
6/22	Antonina	Brodin	NY7/8 Bo7/10 Pa7/12 Ba7/14
6/25	Mormacdove	Mormac	NY7/10 Bo7/13 Pa7/15 Ba7/17
6/27	Peru	Lloyd	NY7/17
6/28	Argentina	Mormac	NY7/12
7/1	Mormacland	Mormac	LA7/29 SF8/3 Po8/9 Se8/11 Va8/15
7/4	Mormacyork	Mormac	NY7/26 Bo7/29 Pa7/31 Ba8/2 N18/3
7/7	Cuba	Lloyd	N07/26 Ho7/31
7/7	Del Mar	Delta	N07/22
7/8	America	Lloyd	NY7/26
7/8	Falkanger	Wes-Lar	LA8/2 SF8/5 Po8/10 Se8/12 Va8/14
7/11	Mormacpine	Mormac	Jx7/29 B:8/2 Pa8/4 NY8/6 Bo8/9 M18/13
7/15	Del Valle	Delta	N08/4
7/21	Del Norte	Delta	N08/5
7/28	Del Monte	Delta	N08/17
8/4	Del Sud	Delta	N08/19
8/16	Del Mundo	Delta	N09/4
8/25	Del Mar	Delta	N09/9

# VICTORIA

6/14	Del Santos	Delta	N06/29
6/20	Honduras	Lloyd	NY7/5
6/20	Chile	Lloyd	N07/4 Ho7/11
6/23	Del Alba	Delta	N07/8
6/30	Peru	Lloyd	NY7/17
7/5	Del Viento	Delta	N07/20
7/11	America	Lloyd	NY7/26
7/11	Cuba	Lloyd	N07/26 Ho7/31
7/20	Del Valle	Delta	N08/4
8/2	Del Monte	Delta	N08/17
8/20	Del Mundo	Delta	N09/4

# TEA BERTHS

# CALCUTTA

6/22	City Carlisle	Ell-Buck	Bo7/23 NY7/24 Pa7/28 N17/30 Ba7/31
7/8	City Brooklyn	Ell-Buck	Bo8/9 NY8/10 Pa8/13 N18/15 Ba8/17

# COCHIN

6/10	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
7/10	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
8/10	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13

(Continued on page 106)

# ORTEGA AND EMIGH. INC.

Coffee Importers

Quality Coffees From

COLOMBIA-SANTOS

GUATEMALA-EL SALVADOR-COSTA RICA

MEXICO-NICARAGUA

461 Market St. San Francisco

# Regular Service

From The Principal Brazilian Ports To:  
NEW YORK NEW ORLEANS



# Lloyd BRASILEIRO

(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK  
17 Battery Place

NEW ORLEANS  
305 Board of Trade Bldg.



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

FAST DIRECT FREIGHT SERVICE  
FROM TEA AND SPICE PORTS  
PHILIPPINES CHINA JAPAN

# IVARAN LINES

Far East Service

STOCKARD & COMPANY, INC., General Agents  
17 Battery Place, New York 4, N. Y., Whitehall 3-2340

# MALZONI & CO., LTD.

Coffee Exporters

SANTOS - BRAZIL

Represented in all U.S.A. by

OTIS, McALLISTER CO.



## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Month Total
<b>1952</b>							
November .....	1,235	760	557	1,317	773	296	1,069
December .....	2,002	955	894	1,849	822	216	1,038
<b>1953</b>							
January .....	1,764	804	942	1,746	730	321	1,051
February .....	1,733	721	948	1,669	756	441	1,197
March .....	1,666	734	1,022	1,756	832	438	1,270
April .....	2,039	753	1,351	2,104	835	375	1,210
May .....	1,080	539	663	1,202	644	403	1,047
June .....	1,475	576	744	1,320	475	374	849
July .....	1,561	734	949	1,683	624	470	1,094
August .....	1,079	408	630	1,038	712	38	750
September .....	2,157	1,090	836	1,926	724	401	1,125
October .....	1,313	732	766	1,498	720	483	1,203
November .....	1,551	761	701	1,388	863	365	1,228
December .....	2,181	1,142	1,095	2,237	1,203	332	1,535
<b>1954</b>							
January .....	998	838	821	1,659	1,075	385	1,460
February .....	1,746	664	1,278	1,942	881	511	1,392
March .....	1,866	735	1,224	1,959	755	479	1,234
April .....	1,350	634	814	1,448	852	365	1,217
May (1-21) .....	880	420	414	834	...	...	...

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

The dominant question in the coffee picture, on which there is less information than on supplies, is the one of demand.

What is happening to coffee consumption in this country, now that the first impact of the crisis is over?

All one can do is look for clues. Clues there are, but not all point in the same direction, and no one of them, nor group of them, can be taken as providing a foundation for a "hard" conclusion.

Among the more recent clues is a report on a study conducted in March by National Family Opinion, Inc.

According to this survey, about two-thirds of the respondents continued to use the same amount of coffee as they did before. About one-third, however, cut down on their consumption.

Among those families where a decrease in regular coffee consumption was noted, about 85 per cent indicated that substitutes for regular coffee were now used.

The substitutes mentioned most frequently were tea, milk, cocoa and hot chocolate drinks.

Fifty per cent of the homemakers who used instant

coffee in their household felt that a cup of instant coffee was priced lower than a cup of regular coffee. Thirty-eight per cent thought the price was about the same, and only 8.5 per cent thought the price per cup was higher for instant than for regular coffee.

From grocers come other reactions. Here, for example, is a report from Asheville, N. C., grocers.

At the end of the first week in May, one of them said that "nobody is selling as much coffee now as they were 12 months ago—nor are they likely to do so soon."

Other Asheville grocers pointed out that when prices first started their steepest climb, customers deserted the beverage by the hundreds.

"But as soon as they saw the climb was permanent, a lot of them began to return, although there are still many, many holdouts," one grocer said.

To these indications can be added the reports from the Merrill Lynch, Pierce, Fenner & Beane survey through its offices, reports by roasters, comments on sales trends by roaster spokesmen before the Beall subcommittee.

The only thing certain is that consumption has decreased. But how much?

That is the question.

## SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

42 Broadway

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Serving The Coffee, Tea & Spice Trade For Many Years

**Brookhattan Trucking Co., Inc.**

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BOWling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

**Bowne Morton's Stores, Inc**

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOWling Green 9-0780

Free And Bonded Warehouses

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# Editorials

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## Coffee and tea premiums

More coffee and tea packers are using the premium form of promotion this year, and they are using it more often.

This trend is revealed by the fifth annual survey of premium promotion in these fields.

The full report on the survey is in this issue, as part of a special section, "Premiums in 1954."

Since the first of these special premium sections, five years ago, COFFEE & TEA INDUSTRIES' June feature has become widely known—within our own fields and in allied industries.

The recognition is gratifying. It means coffee and tea packers understand the enormous effort behind these detailed, meticulously accurate and highly pertinent special sections.

A word about our basic policy on premiums might be helpful here.

We understand fully that not everyone in coffee and tea agrees on premium promotions. We may even see this difference of opinion more clearly than anyone else, as the initiators and conductors of the annual coffee and tea industries premium survey.

The special section is not designed to convince packers who don't use premiums that they should.

It is aimed at the packers who do use premiums. It recognizes the fact that these coffee and tea firms make up nearly six out of every ten in number, and represent an even larger proportion of industry volume.

Premium promotion is one of the principal merchandising tools used by coffee and tea firms. And "Premiums in 1954" is aimed at helping them to use this tool more effectively.

Under the specific conditions in which the coffee and tea trades operate today, maximum efficiency in the use of advertising and merchandising is more decisive than ever before.

Coffee packers, buffeted by a tumultuous price crisis, are eager for positive techniques with which to maintain the overall market for the product in this country. They know consumer brand loyalties on coffee have loosened under the impact of the crisis. They are aware of the sharper competition from other beverages.

Tea packers, on the other hand, are using advertising and merchandising aggressively in an expanding market for their product. They're driving hard to step up the rate of increase.

In this situation, tea packers like the directness of the premium promotion. The upward trend in premium use is especially sharp among tea firms.

Very simply, the premium "fact-reference" feature in this

issue can help these coffee and tea companies do a better promotion job.

We know the premium sections have been used for this purpose in the past. Packers have checked them in working out their overall premium plans, in deciding types of offers, in picking items, in finding suppliers.

As a constructive merchandising tool for the packers, the special premium section is, of course, also an asset to importers, brokers and other segments of the industry. What helps coffee or tea helps them.

But some progressive green coffee men and tea importers make even more immediate use of the premium section. In addition to supplying the raw material to packer customers, these importers, brokers and trade packers offer merchandising assistance. They pass along ideas that will help sell more coffee or tea. And a number of them regularly turn to the special premium sections in these June issues of COFFEE & TEA INDUSTRIES. They do it especially to find answers to requests for information on premium sources put to them by customers.

"Premiums in 1954" is developed in three main sections.

Coffee and tea men can find out what others in these fields are doing with premiums from the first section, the report on the fifth annual survey. The report covers general trends, types of offers, methods of premium delivery, and budgets.

If you want ideas on what items to offer, you can leaf through the second section, the 1954 Coffee and Tea Premium Buying Guide, and look over the item classifications and the advertisements. Or if you have selected your item, but want to know where to get it, under each classification you will find suppliers listed. Many of the suppliers offer helpful details about premiums in their ads.

If you have the name of a supplier, and want to get in touch with him, the third section, the Coffee and Tea Premium Index, lists the suppliers alphabetically, with addresses.

Part of the premium material in this issue centers on the forthcoming convention of the National Retail Tea and Coffee Merchants Association.

For these wagon route operators, premium promotion is an integral and basic technique.

As an additional service, you can get more details on any of your premium problems by dropping us a line. Or, if you find it more convenient, use the coupon on Page 15.

This is, we might add, a continuing, year round service.

To the regular coffee and tea firms, then, and to the wagon route operators, we offer "Premiums in 1954." . . . to help you sell more coffee and tea.

## 5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

**Old Slip Warehouse, Inc.**

37-41 Old Slip, New York 5, N. Y.

ARTHUR M. KOSTER, PRES.

WAREHOUSES AT  
37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.

## the "new look" for tea

By SAMUEL WINOKUR, President  
Tea Association of the U.S.A.

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*Take this article as far more than a report to the Mid-Year Meeting of the Tea Association of the U.S.A. Take it as a selling tool. Take it as a clear statement of current facts about tea—specific reasons why the "new look" for tea is a good look. Get these facts before your selling staff and you'll see response—in optimistic, aggressive, infectious selling.*

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These are the times for "new looks" for just about everything, ranging from national dress to national defense. I dare say that no category more nearly deserves this kind of nomenclature than tea. For tea, like the fabled Phoenix, has risen from its ashes and the new look for tea is a good look, indeed.

Although statistics in speeches, more even than in writing, tend to be boring things, I think that when you're totting up the figures on the credit side of the ledger, there's music to the tinkle of the cash register.

Let's take a look at the books. Let's look at what the register is ringing up.

First of all (let's examine tea imports—even though all of us know that import figures are not a reliable estimate of tea consumption. Figures just received show that imports for March were 13,206,000 pounds—which is 14 per cent greater than March a year ago. The first three months of 1954 show a gain of 17 per cent in imports over the corresponding period in 1953. And this was on top of a 1953 first quarter increase of 20 per cent over 1952. Remember, too, that imports for the year 1953 were 11 per cent better than 1952.

Our second look at the record is the index of the sales to wholesalers and retailers by the U.S. tea packers who contribute to the Tea Council fund. This index shows that packer sales for the first quarter of 1954 are 25.3 per cent ahead of 1953. All of us know that this figure—a 25 per cent gain—is phenomenally high and will most certainly level off. Nevertheless, it's written in good substantial black ink on the right side of the ledger. This same packer index shows that sales for the past 12 months compared to the similar period of a year ago were up 12.4 per cent.

There's no doubt, either, that the new look for tea appertains to the institutional field, too. Just as a quick indication of how this trend is following suit in the restaurant field, our figures based on a tested and reliable survey among institutional packers show that sales of tea bags to restaurants for iced tea have climbed 239 per cent in the past five years! We have more than a reasonable suspicion that while packer sales for hot tea to restaurants

may not be quite so sensational, they, too, are showing great promise.

Thus far we have been talking about movement in trade channels. What do we know about sales to the ultimate consumer, for example grocery store sales of tea? Last year showed a 6.5 per cent gain for retail grocery store sales of tea. This, my friends, was on top of a 1952 gain of 6 per cent.

And I think I break no confidence when I tell you that—many of the nation's leading grocery chains are so impressed by the "new look" for promoting tea for all it's worth. Route operators, too, are making tea a number one promotion item.

In the preliminary phase of a study being undertaken by the Tea Council to determine what causes a person to switch to tea, it was determined that out of 1,000 people interviewed in the New York Metropolitan area, 100 (or 10 per cent) had turned to tea in the last 12 months. An additional 74 other persons in the families of the people interviewed in the New York Metropolitan area, 100 (or drinkers. Perhaps you can see why I am intrigued by that set of statistics!

Well, I've unleashed quite a few figures—figures which fortunately are facts, too. And very pleasant facts to contemplate.

*We are importing more tea, processing more tea, selling more tea year after year.*

Naturally, all of this is possible because people are drinking more tea—to be exact, Americans drank 1.2 billion more cups of tea in 1953 than ever before. And continuing signs so far in 1954 indicate that this sea of tea is swelling every day.

There are other pleasant prospects on the horizon, too, although I do not have actual figures to support them. Several of my importer friends who sell to the Southern markets tell me that their sales of tea to packers for bagged tea have gone phenomenally high during the past three to six months period, indicating, most probably, that our Southern neighbors have begun to take to hot tea, too. These same gentlemen tell me that repeat orders for iced tea are *already* beginning to come in from Southern packers and wholesalers. If fate grants us a continuation of the hot weather we've already begun to experience, we may have to add some new concepts to our accounting system for tea.

In this assessment of the tea market, I think that it's most important to realize that the events taking place for tea today shaped in the past. Thus, while we may discern an accelerated market activity for tea at this moment, the American *re-discovery* of tea began five years ago—and has in those brief five years seen consumption increase by 20,000,000 pounds. In the past two years—that is,



## At the Mid-Year Meeting of the Tea Association of the U. S. A.



The "new look" for tea is a good look, but there's no room for complacency, industry's Mid-Year meeting hears. At the luncheon meeting are (from left) Edward C. Parker, Tea Association treasurer; S. Atmojo, of Indonesia; Edward J. Vinnicombe, Jr., association vice



president; C. William Felton, association vice president; Edward M. Thiele, Leo Burnett Co., Inc., Tea Council advertising agency; Sloan Simpson; Fred Rosen, Tea Council public relations consultant; Eloise MacElhone; and William Freeman.

1952 and 1953—retail grocery sales have increased over 13 per cent!

I think it's important to stress this historical aspect of tea movement so that we'll all remember that it is no accident nor sudden phenomenon, all these wonderful things are taking place now . . . that we are probably realizing the fruit of advertising and sales pressure begun five years ago.

It is equally proper at this time to ask, "What effect does this growing tea market have on coffee consumption?" Proper, I might add, because many of us in this room, including myself, deal with both tea and coffee; have, in fact, a considerable investment in, and future with, coffee. I'm happy to report that from every index I've been able to consult, the increasing market for tea has had little appreciable effect on the coffee market.

In this context, it would be most unrealistic not to examine the tea industry's—that is the Tea Association's and the Tea Council's—position and policy during this period of unfortunate publicity for coffee.

From the outset of the adverse publicity for the coffee industry it has been the policy both of the Association and the Council not to issue any statements that would tend to aggravate the situation. Our position has been, and is, motivated by fair play, good taste and a desire for continued good trade relations.

It is our continued contention that tea must be sold now as in the past and in the future on its own good fundamental merits. In reviewing the Council's advertising early this year, it was felt that this philosophy must be maintained and the TV spot commercials were left unaltered.

However, we had strong indications that thousands of people were turning to tea for the first time. The Council felt, therefore, that the time was right to get over to these tea converts the proper brewing instructions for tea. Although the publicity department had already mounted two successful hot tea campaigns—its regular fall and winter program plus the special golden anniversary of the tea bag celebration tied in with "Take Tea and See" week—the Council decided to appropriate funds for a timely publicity push on the four golden rules for brewing good tea.

I'm not generally given to hyperbole, but I think it is safe to say that never was a publicity campaign pulled to-

gether so quickly and competently, never were the results so immediately discernible. And I mean both quantitatively and qualitatively. While neither smug nor self-satisfied, we are content that a very outstanding job was accomplished.

We are launching the fifth year of the Tea Council campaign. We have a re-organized Tea Council that is stronger and more functional than ever before. We have behind us an industry record of achievement second to none over the past five years. We have the incentive, the public climate, the plans, the programs, and the funds (though not as much as we could profitably use) to push tea surely and steadily forward in this market.

And now, to top off our happy position, we are entering the iced tea season—the period of tea's greatest popularity and use.

This, then, is "the new look," the good look, for tea.

The statistical picture of tea's growth in the past few years is little short of spectacular, for remember, first a downward trend had to be halted—and then reversed—before we could register any gain.

For the future, our challenge is to work for, and achieve, a continuous steady increase. Just a 2 per cent increase per year amounts to a 100 per cent increase in 25 years. It may not take us that long to double the tea business. When and if we do arrive at this new level of consumption, let's keep in mind that we will only have struggled back up to where we were 50 years ago, in 1904-5 and 1906.

There is no room for complacency in tea's future. In this market, no matter where you start there is no standing still for very long. Sales either go up or down. By keeping our sales going up, when we have recovered all the ground that was lost in the past 50 years, we must raise our sights and strive for another 100 per cent increase. This would take us up to the level of tea consumption back in the 1850's. Only then would it be possible to say, "We've never had it so good!"

Let's face it—that's the job ahead. Perhaps, fortunately, we have to tackle it one year at a time. I, for one, am convinced that the Tea Council campaign is the greatest thing that ever happened to tea. I regret only that our limited funds permit us to cover less than half the U. S. market. I wish—and I hope—that we could double our campaign so that we can do a truly national job for tea.

## Tea used to win new customers for home service route men

"A vital problem to all of us in the home service industry is that of securing new customers through the routeman. We at Imperial have tried a system which has been helpful in overcoming this problem."

This is reported by George F. Norton, Jr., of the Imperial Tea Co., Harrisburg, Pa., in *The Tecup*, organ of the National Retail Tea and Coffee Merchants Association.

Here's the way Mr. Norton explains it:

"We have purchased attractively boxed samples of our tea bags. Our name appears on the box at several places and is also on the tabs of each tea bag. The sample weighs five-eighths of an ounce and the total cost is six and a half cents per sample. There are eight bags in each sample.

"Each man is given a prescribed number of these tea samples with the idea of placing about five per day, more or less, depending on the customer count on each route. He can call on neighbors of customers or prospects.

"The opening goes like this: 'Good morning, Mrs. Jones. I've been serving your neighbor, Mrs. Smith, for some time and thought I would stop and explain our way of doing business. Here is a sample of our tea and a card which lists a few of our products. I'm sure you would be interested in our premium plan and also the convenience of delivery to your home—'

"Then we go on with a regular canvas. We don't

necessarily want an order. The main goal on this first contact is to let the prospect know we exist, that we've been serving her neighbor, get her name and address, and an opening to call again in two weeks and show her our basket. The tea sample gives the routeman something to break the ice and establish good will with the prospective customer.

"Of course, supervision and follow-up will determine the effectiveness of this plan. We have found that the routeman has a more favorable approach to knocking on strange doors, now that he has something tangible to give away. The cost is certainly low enough, so why not give the plan a try?"

### Premium survey is industry cross-section

The fifth annual survey of premium use in the coffee and tea industries equalled the earlier studies as a cross-section of these fields.

Geographically, replies came from all parts of the country. By company size, answers came from the largest firms in the field, from regional companies covering many states, and from local operators with single city territories.

The largest single grouping of respondents who use premiums—more than 54 per cent—sell to both grocers and the restaurant and institutional fields.

In most instances, the packers confine their premium efforts to the grocery market, but a steadily increasing number are also applying the technique to their restaurant and institutional customers.

Only 7 per cent sell just to grocers, but another 11 per cent noted they distribute in this market through wholesalers.

# TEA TOPS THE WORLD

## HENRY P. THOMSON, INC.

### TEA IMPORTERS

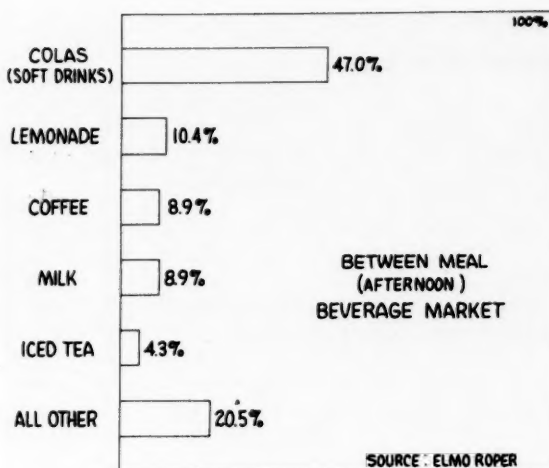
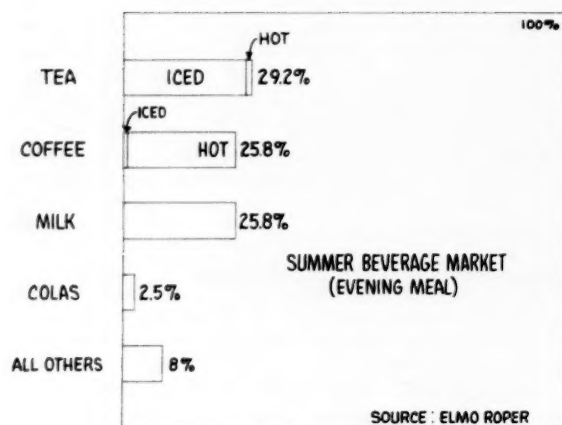
89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.

383 Brannan Street  
San Francisco, Calif.

Member: Tea Association of the U.S.A.

## ★ A Mid-Year Tea Meeting Report



# iced tea can be made "the great American summertime beverage"

By EDWARD M. THIELE, Leo Burnett Co., Inc.

The industry can now go beyond his 1952 prediction that "iced tea will become the dominant product in the entire summer beverage market," Mr. Thiele insists in this report to the 1954 Mid-Year Meeting of the Tea Association of the U.S.A.

He now puts it this way: "We firmly believe that iced tea can be made the great American summertime beverage."

Iced tea was born in America.

It is as American as the hot dog, baseball, the automobile or Mickey Mouse.

Iced tea fits the modern American concept of good living, which, on the basis of food sales today, seems to be directly correlated to the great American stomach.

And because it is already drunk by two out of three Americans, iced tea has a firm base from which to move forward. This cool, refreshing, thirst-quenching drink has a boundless sales horizon if it can be properly positioned in the thinking of the American public.

Let's look at iced tea today in terms of acceptance.

To a large percentage of American families, iced tea has already been accepted as a "regular" on their summertime beverage menu. Two out of every three Americans drink iced tea in the summertime. As a matter of fact, more people drink iced or hot tea at meals than any other beverage.

These are facts that may or may not be well known to you. But did you know, for instance, that on the average summer day more people drink iced tea than eat bacon and

eggs—the great American breakfast? Or that more people drink iced tea than eat soup—the great American lunch-time dish? that more people drink iced tea than eat pie—the great American desert?

What do these facts add up to?

We say that members of the tea industry can sit up and take notice of the fact that iced tea is rapidly approaching the point where it can become synonymous with summertime.

Just as people think of summer in terms of fun, weekend trips, an afternoon at the beach, watermelon, vacations and a myriad of other pleasant associations—so can they be conditioned to think of iced tea as the drink that stands for summertime. But to attain this goal we must reach them with the right kind of advertising and with sufficient frequency.

Our advertising, merchandising and publicity must "position" iced tea in the consumer's mind as the *Great American Summertime Beverage*. This is the overall "stance" of our advertising.

We've been talking pretty much in generalities up to this point. Let's take a look at the specifics in our marketing strategy as they apply to copy.

Actually, the summer beverage market divides itself into two parts—"mealtime" and "between meals."

We see that at the evening meal tea—both hot and iced—is enjoyed by over 29 per cent of the population, coffee by about 26 per cent and milk, the same as coffee, by 26 per cent. Cola and other drinks represent a minor share. These figures are from Elmo Roper.

Research tells us that if we can increase our franchise from 29 per cent say, 32 per cent, we will sell an extra

3,000,000 pounds of tea. If we got a 35 per cent share, we would increase our sales by 6,000,000 pounds. In other words, for each percentage point increase, we will sell another million pounds of tea. What an opportunity!

The "between meal" market, however, offers a strikingly different pattern. Colas and soft drinks represent 47 per cent of the beverages consumed between meals. They dominate the market, with both lemonade and coffee—like tea—left far behind. Tea is a poor fifth.

Now let's ask ourselves a question. What attributes do our strongest competitors—coffee (at mealtime) and colas (between meals)—have in common? What do these beverages share as a "common denominator?"

They both offer the promise of a lift, stimulation, pickup. Obviously, the American public wants a summer beverage that offers "pickup".

This is an all-important factor influencing the consumer's choice of a summertime beverage and we know that our product—iced tea—can more than hold its own on this score.

The major theme of our advertising will be a promise of pickup, and therefore will be sharply competitive in both the mealtime and between-meal markets.

The second theme of our advertising is *refreshment*. All our research points up the importance of this theme. The fact that Coca-Cola has built its enormous business with the slogan—"The Pause that Refreshes"—would indicate the strength of this appeal.

In our research we find that people themselves say that "refreshment" is tea's outstanding attribute. They use the word "refreshment" more than any other word in describing iced tea.

So, in developing this year's advertising we have made sure that consumers will hear and see *refreshment* come through very strong.

The word refreshment suggests a number of ideas: thirst quenching, relaxation, invigoration, fun. Our commercials project all of these ideas. They are implicit in the very form as well as the content of our television films.

In summary, our advertising this year will have two major themes, *Pickup* and *Refreshment*—both sharply competitive, which form the copy base for iced tea commercials in 1954.

The jingles are new and fresh and project the pickup and refreshment idea.

The brewing instructions have been sharpened and simplified. This year we will have two versions of the brewing instructions, a Northern version and a Southern version, in deference to the popularity of tea bags in the north and loose tea in the South. The Northern version stresses tea bags with a mention of loose tea. The Southern version demonstrates loose tea and subordinates the tea bag.

As usual, we have tried to keep the commercials happy, light and pleasant. We have six one-minute commercials. Each of these will be adapted to twenty-second versions.

Actually this summer's media plan is only a part of a new media concept which has been developed for both hot tea and iced tea.

This new strategy enables the Tea Council to buy advertising impacts at a lower cost than any other plan that we know of. It is safe to say that *no* national advertiser buys television advertising more efficiently than your Tea Council.

This plan calls for 52 week contracts with television  
(Continued on page 100)

IHW<sup>TEA</sup>

## Especially The Buyer

whose responsibility includes the purchase of  
various commodities in addition to Tea can rely on  
our experienced representatives — who as specialists  
in Tea enjoy the confidence of the Tea Trade.

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CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)



# a glossary of tea tasting terms



*In the profession of tea tasting, a host of technical terms are used. Each term has a well defined, specific meaning. This terminology represents a considerable achievement.*

*You can better appreciate the achievement when you think of what it is the terms describe—relatively slight differences in the seemingly vague realms of appearance, aroma and taste.*

*This glossary of tea tasting terms, issued by the Scientific Department of the Indian Tea Association, replaces an earlier compilation. It centers on the more common terms used particularly in connection with teas grown in North-east India.*

## Part 3

**FIBROUS**—Denotes the presence of fiber, usually in the fannings and dust grades, but sometimes in the broken grades. Fiber consists largely of shreds of stalk and is caused by a combination of coarse plucking and heavy pressures during rolling. The C. T. C. treatment will also produce fiber if stalk is present in the leaf.

It is possible to extract fiber by use of a pneumatic machine during or after sorting.

**FLAKY**—When coupled with the word "open", it describes a flat, poorly made tea leaf as opposed to well twisted leaf. Usually the result of poor withers, insufficient rolling (e.g. over-charging) or tobacco cut unwithered manufacture.

By itself the word flaky can be a desirable term used to describe the leaf appearance of fannings grades which are satisfactory in size.

**FLAT**—Uninteresting lifeless tea liquor which is completely lacking in briskness. Caused either by age, by storing under damp conditions, or by packing with too high a moisture content, (i.e. above four per cent) etc. Over-fermentation and bacterial infection will also bring about this liquor character.

The term is also applied to the dry leaf when describing an open and flaky leaf appearance caused by inadequate rolling and/or withering.

**FLAVOR**—A desirable and most apparent aroma in certain liquors perceived through the mouth, as distinct from *via* the nose. Pronounced flavor is more generally found

in high grown teas, e.g., Darjeeling, Nilgiris, Uva, etc.

**FLAVORY**—Possessing flavor.

**FRUITY**—A liquor taste acquired by over-fermentation on a floor infected by bacteria. Bacteria alone will also produce this unpleasant over-ripe taste.

**FULL**—A liquor possessing color, strength and substance as opposed to empty, thin, etc.

**FULLY FIRED**—Describes the liquor of a tea which has been slightly over-fired. The tea maker should regard this term with certain caution and insure that future manufacture does not become high-fired or burned.

**GLASS**—Density. A one-fourth pound of tea which glasses in the region of 300 c.c. would fit into a standard size packet used in the United Kingdom.

**GOLDEN TIP**—The presence of golden tip is a highly desirable feature for most tea. Hairy buds (and not infrequently the first leaf) pick up tea juices during the rolling. The hairs are gummed into a mat and after firing appear golden in color.

**GONE OFF**—Implying that a tea is past its prime, probably the direct result of age.

**GRAINING or GRAINY**—Describes hard leaf fannings and dust grades.

**GRASSY**—A self explanatory taste found in the liquors of teas which have had neither a physical nor chemical wither.

**GREEN**—Describes color of the infused leaf. This characteristic at certain times of the year is unavoidable. Green infusions are caused by one of the following:

(a) Insufficient withering. (Climatic conditions will affect the withering process to a large degree but poor, uneven and thick spreading will also result in low withers being obtained).

(b) Inadequate rolling (length of time).

(c) Poor rolling (wrong charge in rollers or incorrect speeds of rollers).

(d) Too thick a spread in the fermenting room causing both green and mixed infusions.

(e) Under-fermentation.

(f) Coarse leaf.

Green as applied to liquor is an unpleasant astringency caused by under-fermentation which may be the indirect result of any of the faults mentioned above.

**GREY**—A most undesirable color of the dry leaf. Grey-

ness is caused by the abrasion and rubbing off of gummy or varnished surfaces of the leaf which play an important part in the liquoring properties. Greyness is particularly likely to occur during the sorting process and may be caused by one of the following:

- (a) Cutters running at incorrect speeds.
- (b) Blunt knives in the cutters.
- (c) Sagging meshes.
- (d) Undue amount of handling of the dry leaf.
- (e) Over-sorting.
- (f) Over-rolling.

**HARSHNESS**—Describes a raw and unpleasing strength in a tea liquor. Usually the result of immature tea or tea made from coarse inferior leaf.

**HAY**—A not altogether pleasant hay-like flavor often found on teas approaching the autumnal period.

**HEAVY**—Usually applied to teas having thick, strong and colory liquors with very little briskness. Over-fermentation will cause this.

The term is also used as a self-explanatory description of tea leaf, especially applied to a B.P. which has been artificially made by cutting a pekoe grade.

**HIGH FIRED**—Describes the liquor of a tea which has had too much of the fire. Intermediate between dry and burnt.

**HUNGRY**—Describes the liquor of a tea which is lacking the cup characters generally associated with this particular tea.

**IRREGULAR**—Applicable to the appearance of the whole leaf grades. Uneven pieces resulting from inadequate sorting.

**KNOBBLY**—A term mainly applied to pekoe, souchong and B.P.S. grades. (This does not include long leafed

pekoes of the type seen in N.E. India). The term generally suggests a carefully manufactured grade with special attention having been paid to withering and rolling, to produce a round and knobby grade similar in size to that of a small garden pea.

A knobby B.P.S. is a very valuable and popular grade, and especially so when the leaf is black.

**LARGE**—Describes the size of a grade, implying at the same time that the grade is probably too large for market requirements.

**LEAFY**—A tea containing larger leaves than would be normal for its grade. When this term is coupled with "useful" it denotes the size of leaf in good demand.

**LEGG CUT**—An unconventional method of manufacture usually producing an open, flaky and spongy leaf which is reddish brown in color.

Leaf before rolling is passed through a Legg Cutter, i.e., tobacco cutter. The Legg Cutter is generally used in conjunction with non-wither manufacture.

**LIGHT**—A liquor which is lacking depth of color, but may be flavory and/or pungent.

**MAKE**—A tea having "make" has been carefully manufactured with special emphasis on withering, rolling and sorting.

**MALTY**—A desirable character suggesting a tea which has been slightly high fired but not overfired. Malty tea cannot be produced by the drier unless the character is present in the leaf.

**MARK**—All tea is sold by its garden name, otherwise known as "garden mark."

**MATURE**—A tea becomes mature approximately four months after date of manufacture. A tea more than a year old is usually past its prime.

## UNCOLORED JAPAN GREEN TEA

*Carefully grown*  
•  
*Carefully selected*

**—Ask Your Importer**

### Japan Tea Exporters' Association

82-1 KITABAN-CHO  
SHIZUOKA, JAPAN

Cable Address:  
EXPTASSN



## Tea Movement into the United States

(Figures in 1,000 pounds)

	Feb. 1953	Mar. 1953	April 1953	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954	Mar. 1954	April 1954
<b>Black</b>																
Ceylon	4,132	4,965	4,676	3,368	3,678	4,060	4,036	4,832	3,976	1,831	2,575	45,675	3,093	3,756	4,401	7,062
India	3,343	4,982	3,988	3,288	2,524	2,591	1,432	2,334	3,817	2,335	3,107	37,532	4,048	4,049	5,129	6,432
Formosa	77	70	79	238	52	130	138	159	221	305	404	1,874	469	355	137	131
Java	299	818	792	543	513	783	337	416	758	527	528	6,714	700	904	1,330	1,165
Africa	307	270	437	781	498	230	157	327	406	87	112	3,786	66	272	710	517
Sumatra	405	314	287	705	341	439	164	346	518	420	239	4,458	613	593	497	260
Misc.	353	8	3	62	45	139	32	106	102	368	121	1,417	405	306	180	431
<b>Green</b>																
Japan	25	114	58	107	87	185	699	779	314	214	42	2,698	459	60	57	184
Misc.	8	28	9	47	15	...	10	50	40	68	5	312	...	...	...	31
<b>Oolong</b>																
Formosa	9	17	4	...	3	1	17	45	53	61	89	266	14	27	11	49
Canton	...	...	...	...	...	1	18	4	15	11	2	34	1	...	...	...
Sentd Cntn	...	...	4	...	...	...	2	8	15	5	...	35	...	...	...	...
Misc.	...	15	...	6	...	...	25	4	...	...	...	62	8	3	3	...
<b>Mixed</b>	...	...	12	...	2	2	...	...	27	5	22	135	...	...	2	4
<b>TOTALS</b>	<b>8,659</b>	<b>11,601</b>	<b>10,400</b>	<b>9,164</b>	<b>7,758</b>	<b>8,561</b>	<b>7,061</b>	<b>9,410</b>	<b>10,262</b>	<b>6,237</b>	<b>7,536</b>	<b>104,998</b>	<b>9,876</b>	<b>10,315</b>	<b>13,207</b>	<b>16,266</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

### U. S. tea sales at all-time high, Tea Council reports

Tea consumption in the United States reached an all-time high of 103,000,000 pounds in 1953, and all indications point to an even better year in 1954, according to the 1953 annual report of the Tea Council of the U. S. A., Inc.

In the report, prepared by Anthony Hyde, executive director of the Tea Council, 1953 was also noted as a year which saw tea imports climb to 105,000,000 pounds, 11 per cent more than the previous year, which was 12 per cent above 1951. Sales of tea in grocery stores increase 7 per cent on top of a 6 per cent increase in 1952; and sales of tea packers who support the Tea Council Fund increased by 8.2 per cent.

"Tea in the U. S. A.," Mr. Hyde states, "stands on the threshold of a renaissance the extent of which may well exceed our hopes and expectations of a few years ago. If the Tea Council's campaign has proved anything, it has proved that Americans like tea and can be influenced to drink it; and that the tea industry, working in full partnership with the producing countries, can expand the market beyond anything that would have been believed a few years ago."

In analyzing the reasons for the Tea Council's success in 1953, the report shows how consumer advertising, research, merchandising, sales promotion and publicity are organized in a combined operation.

The breakdown of the Tea Council's budget for 1953 is shown as: consumer advertising 70.3 per cent; research 2.6 per cent; merchandising and sales promotion 9.5 per cent; publicity and public relations 7.1 per cent; general office and administration 10.5 per cent.

The report concludes with these words: "The directors of the Tea Council have agreed that a unique opportunity faces tea in the coming year and that the Council should put forth the greatest effort and expenditure possible to

take advantage of this situation. That we shall have a spectacular increase in tea consumption at the outset of 1954 is evident. The battle will be to hold as many as possible of the thousands of people who will be giving tea a serious trial, and to keep building steadily in the years beyond."

### London tea market taken aback by Ceylon export tea duty tax

London doesn't like the increase in Ceylon's export duty on tea.

Ceylon upped the levy from 8.1d to 10.8d per pound. London expected some increase, in view of the strong position of Ceylon tea, but considers the rise which was announced much too large.

India's export on tea is 4½d per pound.

Here's how one report summed up London's attitude: "Ceylon's action makes it almost certain that there will be further rises in the retail selling price of tea. So far as Ceylon's own economy is concerned, such a heavy flat export duty may drive buyers to bid only for high quality teas, leaving Ceylon's growers of common teas without a market."

### Natchitoches welcomes new industry—tea packing

Natchitoches, La., has welcomed a new industry—the packing of tea.

The welcome, an official event, was arranged by the Louisiana town's Chamber of Commerce. A group of local businessmen gathered to drink some of the new product.

The tea is being packed by the Natchitoches Coffee Co. as "a natural complement to its primary business, the roasting and packaging of coffee."

The owners of the Natchitoches Coffee Co. are Kerlin Sutton and A. C. Masingill.

## Premium promotion tops Lipton national iced tea campaign this summer

Thomas J. Lipton, Inc., leading U. S. tea packer, is heading up its iced tea promotion this summer with a special premium promotion.

Summer is the biggest season for tea sales.

The premium promotion, which gets underway in mid-June, features a consumer-tested offer of four steak knives. The set carries a double-your-money-back guarantee. The promotion is part of an intensive summer-long campaign for Lipton iced tea.

Backing the promotion will be a full page, four-color ad in *This Week*, *Parade*, and Independent Roto sections during June. In addition half-page and full page color comics will carry the steak knife story during this month. Four magazines will run full page, four-color ads during July.

Besides newspaper and magazine advertising, the steak knife offer will have the support of Arthur Godfrey's "Talent Scouts Show" on radio and television for three weeks in June. It is estimated that the combined advertising will bring the story of Lipton's iced tea premium offer to about nine out of ten families throughout the nation.

The knives are available for \$.75 plus the top from any size box of Lipton Tea or Tea Bags. The knives measure eight and a half inches long. They have stainless steel blades with serrated tips. The handle is a special "pistol grip" design of molded Tenite plastic.

Continuing all summer, Lipton's iced tea campaign con-

sisting of billboards, car cards in several large cities and a series of radio and TV spot announcements.

For the premium promotion a variety of colorful display material is being made available to grocers, including window posters, shelf talkers, hanging cards and mail-in order blanks, plus mats and cuts.

Grocery trade magazine advertising is announcing that 50 per cent more Lipton Tea is sold during June and July than during two average winter months, and more Lipton iced tea is sold than the next four advertising brands combined, so stocking up on Lipton is profitable.

### New brochure on Japan tea issued by exporters association

"Japan Tea" is the title of a new brochure issued by the Japan Tea Exporters' Association, Shizuoka, Japan.

Beautifully illustrated, the 16-page booklet details the history of Japan tea, the chemical and medical background, and explains the various kinds of Japan tea available.

Production methods are described and export statistics are tabulated.

One section is devoted to Japan's tea ceremony, "a practice of drinking powdered tea in a simple, quiet and elegant environment to enjoy the threefold luxury of relish, art and meditation."

### Pakistan extends ban on tea export duty

The exemption of tea from export duty in Pakistan has been extended to March 31st, 1955.

The duty of 3 annas a pound (US\$0.05625) was suspended in September, 1952, to encourage tea exports.

## FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

### TEAS

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and

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BATAVIA, JAVA

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91 WALL ST.

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**iced tea can be made  
"the great American summertime beverage"**

(Continued from page 95)

stations in "basic" tea markets, enabling the Council to earn maximum discounts.

Under the plan starting June 1st, the Tea Council will increase its annual media expenditure by about 33 per cent and, in turn, will increase its advertising impressions by 190 per cent. By spending one-third more money, we increase our frequency by over six times. These benefits will carry over to hot tea next fall and winter.

This year's program will be considerably stronger than last year's on several counts. First, we will reach more people. Second, we will reach them more often. Third, we will reach them over a longer period of time.

The films will run for 13 weeks in New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, Cleveland, Washington, Baltimore and Pittsburgh; and for seven weeks in Providence, St. Louis, Buffalo, Cincinnati, Dallas, Fort Worth, Houston, Atlanta, Indianapolis, Charlotte, New Orleans, Greensboro, Birmingham, Louisville, Memphis, Norfolk, Miami, San Diego, San Antonio and Richmond.

These cities account for 52 per cent of total United States retail food sales. They contain 71 per cent of America's TV homes.

The television families in these cities will see and hear the commercials on an average of more than 15 times this summer.

Now, this does *not* mean these commercials will be broadcast only 15 times. Actually they will be broadcast on an average of 119 times in each city—and based on last year's performance we know they will be seen and heard at least 15 times by each family. This represents a total of 285,960,000 impacts.

To bring this box car figure into focus, let's remember that this represents seven sales messages for every pound of tea that was sold last summer!

We believe that this is the kind of advertising—in quantity and in quality—that will help make iced tea the great American summertime beverage.

The advertising will do its part, you may be sure of that. But as everyone in this room knows, there's another area where millions of extra pounds of tea can be sold only through the efforts of the individual packers. You

know, of course, that I'm referring to the thousands of retail stores and restaurants throughout the country.

Here, tea must fight for the consumer's attention and dollar against every competitive beverage on the market.

I know that you can picture in your mind the stacks of bright red Coca Cola cases that will be displayed in supermarkets this summer. The lemonades and the ginger ales and every other beverage that competes will be there fighting for attention. The Tea Council has made available the kind of display material which can help switch Mrs. Housewife from these displays to the tea section. But somebody has to get this material up.

If we make the progress this summer that we did last, we're one more giant step toward reaching our goal—to make iced tea the great American summertime beverage.

**Iran acts to improve  
tea production; more  
yield per acre is goal**

To improve its tea growing, the government of Iran asked the United Nations Expanded Program of Technical Assistance for expert advice. A Dutch expert was assigned to Iran by the Food and Agriculture Organization of the United Nations. It was his task to show the Iranian tea growers how they could double output and at the same time improve quality.

The expert, M. A. Van Dijk, spent 21 years in Java on tea plantations.

The drying and packaging of the tea is done at Lahijan, a little town surrounded by forests.

Here another FAO expert, J. F. Couwenberg, who also comes from the Netherlands, is showing the Iranians new and better methods.

Since his arrival, methods of heating and ventilation have been revolutionized. In the past two years, several factories have been established in Lahijan which meet the most exacting requirements of modern progress in the tea industry.

A third Dutch expert, Maas Van Apeldoorn, deals with questions of tea development and selection. He also instructs the tea growers in layering—by which branches of a tea bush are bent over so that a part is covered by soil and from this fresh roots are put out.

The efforts of these UN experts will not bear full fruit for many years to come.

## design for selling



By JERRY FOLEY, Sales Promotion Manager  
Rossotti Lithograph Corp.

*This is another in the series of pointed comments on packaging issued by Mr. Foley in his informal "Self Service Merchandiser".*

We believe that brand identity, product identity and attention value all are essential to good packaging for the selfservice market—but that these alone are not today sufficient *in themselves* to meet all the requirements of competitive merchandising in this market.

Let's now consider your package as though it were a salesman addressing a prospective purchaser from the display shelves in a selfservice store. There it is, within arm's reach of the shopper. Often she will pick it up and actually hold it in her hand while deciding whether to put it back on the shelf or add it to her shopping cart.

With no salesman present other than the package itself, how can it best make its sales appeal? Remember the shopper is in the store to buy, and probably will buy either your package, or your competitor's package before leaving the store.

We believe that in these circumstances, the package should have good sales personality. And we believe that it can be designed to tell its sales story convincingly, in a series of quick, progressive steps.

1—First it should attract attention. But it should be favorable attention. Therefore, it should dress in good taste. Loud or clashing colors might attract, but not always hold attention. Often it can hold attention through a surface layout and by an appealing design that lends a quality of color richness.

2—It should arouse the interest of the shopper in its contents. The quality of both design and reproduction, especially if a pictorial shows the end use of the contents, can be compelling interest.

3—It should create desire. By showing your product, even as one component of a ready-to-eat dish, the shopper will be given a meal suggestion. She can see just how the dish will look on her table. Since she usually is a little hungry at this point, her desire to eat often can be turned into a desire to buy, just by looking at the package.

4—It should compel action. Often this can be done by arranging all the elements of the design so that they register progressively in the shopper's mind. But they must register quickly, repeat quickly.

The whole package should register as an appealing unit.

It should say to the shopper not only, "Here I am," but also say "buy me."

These suggestions, of course, are not the only ways of building a good sales personality into a package. But don't these four steps also constitute the main elements of a successful advertisement? And if these elements sell the woman who reads your ad, remember she is the same woman who buys your package.

We have continually tried to emphasize, among other things, our following firm beliefs:

That today, because most packages carried in selfservice stores are displayed within arm's reach of the shopper; because of today's habit of self-selection *by* the shopper; and because most packages carried in these stores today are not *sold to* the shopper, but are *bought by* her, therefore we believe that packages in these stores should be designed to appeal *to* the shopper.

We believe that advertising is the life blood of mass selling. But we know that in selfservice stores every package must compete with many other packages. The shopper's final choice may be made from among many on display.

And shoppers today have more than one favorite brand. In many cases they have several favorite brands. They have come to believe that if their favorite store carries and recommends a brand, they can have confidence in its quality.

Therefore pre-selling through advertising needs to make use of the package as an *ally* at the point of sale.

Our purpose is to prove to sales-minded people that the package in the self-service market can in itself be an advertisement. Not a substitute for other forms, but a valuable adjunct to other advertising.

If this is true, then the package can and should incorporate some of the essentials of successful sales and advertising presentations.

We believe the package should be designed to function as a *partner* of consumer advertising—not merely an identifying link at the very end of the advertising, sales promotion and selling chain.

### It's now Mello-Cup Coffee Co.

The name of the Wason Brothers Co., Seattle, Wash., has been changed to the Mello-Cup Coffee Co., Inc., a Washington corporation.

The move was made to strengthen the company's brand name, spokesmen said.



**is the thrifty way  
to keep  
your coffee fresh!**

This scientifically-engineered coffee bag provides the utmost in moisture-proofness and flavor retention in a flexible container and at less than 1/2 the cost of cans. ARK-TITE requires minimum storage space and therefore minimum distribution costs and may be effectively shelf displayed either upright or horizontal with the butt panel showing brand name.

ARK-TITE is the most modern and thrifty way to package coffee. Coffee packaged in ARK-TITE is fresh on delivery—and remains fresh over a longer period of time than in conventional paper bags.

#### FEATURES OF ARKELL & SMITHS' ARK-TITE BAG

- Pliofilm lined maximum protection.
- Heat-sealed bottoms and closures.
- SOS Automatic style for easy filling and upright shelf display.
- Printed in up to 4 colors with attractive high gloss inks.



#### ARKELL AND SMITHS

Canajoharie, N. Y. . . Wellsburg, W. Va. . . Mobile, Ala.

**STANDARD BRANDS sets  
the STANDARD of QUALITY!**

**"PRESSURE PACKED"**

**Chase & Sanborn**

**—"Dome Top"**

**Coffee**



**Tender  
Leaf  
BRAND  
TEA**

**STANDARD BRANDS INCORPORATED**

## Packettes

### Coffee overweights can be expensive

This corner was struck by some figures offered a while back by Ralph E. Williams, president of the B. F. Gump Co., Chicago.

"Perhaps you think overweights are too small to worry about?" Mr. Williams asks. "If the weighing equipment is very old or obsolete, overweights may easily run as high as one-eighth ounce per pound. An overweight of one-sixteenth ounce per pound is not at all uncommon.

"If we use this average of one-sixteenth ounce, and figure on the basis of 1,000 pounds of coffee packaged per day, the loss per day is almost four pounds; in a week, this mounts to 20 pounds; and in 50 weeks, the astonishing total is 1,000 pounds.

"Of course, if your daily volume is 2,000 pounds, your loss is twice this amount, and so on.

"How many dollars is that, at the current selling price of your coffee?"

### Gair elects directors, officers

George E. Dyke, president of Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paper-board and shipping containers, has announced the re-election of the board of directors and the election of William H. Caddoo as vice president in charge of box-board operations.

Norman F. Greenway and Raymond F. DeVoe, vice presidents, were elected senior vice presidents.

The rest of the officers were re-elected.

### Continental Can movie wins award

Not all motion picture awards are made in Hollywood. For its film, "The Story of Packaging," the Continental Can Co. has been awarded a medal of honor by Freedoms Foundation, Inc., of Valley Forge, Pa., as an "outstanding achievement in bringing about a better understanding of the American way of life."

The Continental picture, "representative of the industrial and scientific progress of the nation," according to the Foundation, is a 15-minute, animated color film tracing the development of America's packaging industry from the Pilgrim days to the present.

### More cellophane by year end

Du Pont cellophane will be available in greater quantities by the end of this year.

Projects now in progress at existing Du Pont plants are expected to result in additional annual productive capacity of approximately 25,000,000 pounds of cellophane by the fall of 1954.

### India cuts export duty on pepper

India has announced a cut in her export duty on black pepper.

The reduction amounted to about one and a quarter cents a pound. This was a much smaller decrease than had been anticipated.

Rumors of an impending reduction in the duty had added uncertainty to the market for several months.



# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## the vanilla market

By RAYMOND C. SCHLOTTERER, Secretary  
Vanilla Bean Association of America

*This article is from a straight-from-the-shoulder report to the 45th annual convention of the Flavoring Extract Manufacturers' Association, underway at the Hotel Biltmore, New York City, as this issue goes to press.*

In reply to the questions presented by the Flavoring Extract Manufacturers' Association membership, the following answers are given on this year's market report on vanilla beans.

**Question:** Why should the importer's quoted prices for vanilla beans climb at a faster rate proportionately from about last June, than the average cost of beans have?

In other words, the percentage of mark-up increased, rather than holding even. This does not refer to the dollars and cents mark-up, which of course would increase as the import price of beans went up, but the actual percentage of mark-up has increased.

**Answer:** "By average costs" no doubt is meant the declared monthly values for the importation of all vanilla beans from the various producing countries in the U.S., as appears in the Department of Commerce reports.

If you take any one month, such as December, 1953, and note the average cost of imported vanilla beans from Madagascar, for example, naturally the price in view of the rising market will be much lower than the current market quotations in the U.S. The timing element must always be taken into consideration. The vanilla shown on these reports was probably bought by most of the importers during June and July, 1953. At that time, market prices were lower, and at the time contracts were made, dealers were selling to the extract manufacturer at June and July costs, plus normal importing expenses, plus a nominal profit. This is standard business practice.

The percentage of mark-up is not increasing. In fact, most of the time, during a rising market, dealers in the U.S. buy vanilla in Madagascar at practically the same price that they are reselling to the manufacturer, with the hope that if the market continues to rise, they will be able to sell the vanilla at a nominal mark-up.

**Question:** Practically every vanilla flavoring manufacturer is distressed by the high prices of vanilla beans. Can

we look for any relief from the continually climbing prices in the near future?

**Answer:** Importers are just as much distressed by high prices as are manufacturers. Why? Because of the greater financial outlay required for purchasing in today's market, plus the increased risks involved.

For several years, consumers have received the benefit of very low prices. Thus discouraged, curers in the vanilla-producing regions of the world abandoned their plantations. This is the reason prices are high today. Vanilla, like coffee, takes a number of years after the plants are set out before it comes into bearing, and it may be several years before any great change is in sight.

No one looks forward to any relief from the continuing climb in prices in the immediate future. The 1954 crop which will be ready for shipment from Madagascar in early 1955, will again be a very small crop.

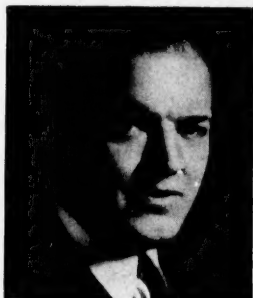
These up and down valleys of excess and scarcity in the supply of Bourbon Vanilla has come to be known in the trade as the "Madagascar vanilla cycle", and this law of the actions of man operates as realistically as any law of science. Thus, it is not only what the curer does, but what you do that makes a market. Prices result from a meeting of minds about the present and future of any product.

**Question:** Are the prices of vanilla beans going to remain as they are or go to still higher levels, thus causing the industries using vanilla flavoring to swing over more and more to the use of synthetic or artificial substitutes?

**Answer:** One member replied, "This is the \$64.00 question. We would pay a good price for the answer to this one." However, this has virtually been answered in the second question and answer. In addition, the present high prices of vanilla beans will undoubtedly swing some of the users not to a replacement by synthetics but to a reduction in their consumption by using less for flavoring purposes.

**Question:** If vanilla flavoring prices continue without let-up at unreasonable heights, will true vanilla become a luxury item rather than a standard one as it is now?

**Answer:** Vanilla cannot be classified as a luxury. Moreover, it is accepted as a necessity by the housewife and can well be classified as a flavoring or spice, such as almonds, lemon, orange and other flavoring ingredients necessary in beverages, confections, cakes, sauces, syrups, etc.





**Question:** The U. S. Department of Commerce has been appealed to by the National Confectioners Association to look into the increasing prices of cocoa and chocolate products and to find out what factors are responsible for the continuing climbing of cocoa bean prices. Is there going to be a possibility of the Department of Commerce being requested to make a like investigation regarding vanilla beans?

**Answer:** We welcome an investigation. We see no reason why the U.S. Department of Commerce should not investigate the vanilla bean market if that is your desire. It naturally follows that the investigation should apply also to the vanilla extract market. Relying on an organization such as the U.S. Department of Commerce to tell us what or where our troubles really are, the outcome should satisfy all of us.

This investigation will bring to light facts many of which we may have acknowledged but do not want to believe. Unfortunately, this investigation will not give us a greater supply of beans, nor more vanilla extract or lower prices.

**Question:** What, if anything, is the Vanilla Bean Association doing to work with the Mexican and French governments to improve the quality and production of vanilla beans?

**Answer:** Vanilla bean importers have continuously emphasized quality in its correspondence both as an association and individually with exporters in all of the producing countries. We do feel that over the years some progress has been made, particularly as concerns moisture content. The most notable progress was perhaps in the case of Tahiti vanilla, which arrived in very wet condition during the early war years. The spoilage in Tahiti vanilla is now very limited.

We must point out that continuously striving for lower moisture content, manufacturers and importers alike are defeating the object for which we should all be striving—the improvement of the flavor of foods in which vanilla is used.

In 1939, the Vanilla Bean Association was responsible for having the Mexican government adopt an inspection system; control of harvest; and the control of export and curing. We have been working at all times with the various agencies and governments to improve the quality. As a matter of fact, the general quality has improved as against the experience of former years, and the cooperation and aid of the Food and Drug Administration of the U. S. A. given to the importation of vanilla beans has helped considerably.

It has undoubtedly made the curers and exporters in the country of origin more careful of their shipments to the U. S. A.

The French and Mexican governments have adequate facilities for checking qualities, and anyone who is willing to pay the true market value of vanilla beans from any producing country will receive good grades. It is the buyer who wants cheap beans that will receive poor quality. Today nothing is wrong with the quality of good beans.

Unfortunately, growers in the foreign countries can see no sense in growing a lot of vanilla beans when demand in this market remains as it does. The Vanilla Bean Association has tried for a number of years to cooperate with the Flavoring Extract Manufacturers' Association in a combined effort to increase the consumption of vanilla in this country. With more success along this line, we could eventually hope to assure foreign governments that real steps were being taken to assure their producers of a more stable market for their products.

#### **More output from Spanish peppermint farm is reported**

A 90-hectare area planted to peppermint along the Orbigo River in Leon Province, Spain—described as the only peppermint farm in the country—produced 2,500 metric tons of dried leaves in 1953.

Distillation yielded 5,000 kilograms of peppermint oil.

Cultivation was begun in 1951 with eight hectares, and increased to 15 in 1952.

Spain's normal consumption of oil is estimated at 6,000 to 7,000 kilograms. A possible increase in production area could produce sufficient oil not only for Spain but for export.

The entire output is said to have been put under contract by a Leon dealer in essential oils and medicinal and industrial plants. He has built a distilling facility at Carrizo de la Ribera, and a pharmaceutical firm in Barcelona reportedly has been buying the plant's entire production for its own use.

The dealer-distiller is said to be seeking to export both peppermint leaves and peppermint oil to the United States.

Until World War II, Spain had practically no commercial peppermint production, and imported the oil from Italy and the United Kingdom.

Small experimental peppermint plantings were promoted by the Spanish Ministry of Agriculture along the banks of the Torio River, also in Leon Province, between 1945 and 1949, but these plantings have disappeared.

**DAMMANN & CO., INC.**

**VANILLA  
BEANS**

Pierre E. Dammann  
President

71 Murray Street,  
New York City



**ZIMCO® LIGNIN VANILLIN, U.S.P.**  
A Finer Vanillin  
of Exquisite Aroma

**Sterwin Chemicals**  
SUBSIDIARY OF STERLING DRUG INC.  
1450 BROADWAY, NEW YORK 18, N. Y.  
2020 Greenwood Ave., Evanston, Ill.  
FACTORY: ROTHSCILD, WISCONSIN

# pepper



## cultivation and marketing of the world's leading spice

By E. BROWN and Miss D. E. READER, Colonial Products Advisory Bureau (Plant and Animal)  
London

*This summary of the cultivation and marketing of pepper, from Colonial Plant and Animal Products, provides a succinct but comprehensive reference on the subject.*

### Part 4

Commercial supplies of black pepper consist very largely of Indian varieties and Lampong pepper. Prior to 1940, the Dutch East Indies produced the bulk of the world's pepper, but during the war, the pepper gardens were largely abandoned or destroyed. They are now in the process of being re-established, but current production, however, is much below prewar levels, being about 7,000 tons in 1952, compared with about 14,000 tons exported from India in the same year. Most commercial white pepper is of the Muntok variety, although Sarawak produces considerable quantities. The other grades of both black and white pepper are exported to a relatively small extent only.

A pepper from any one producing area is not subjected to any further grading, but an experienced buyer will recognize variations in quality from a superficial examination. Varieties of pepper are characterized by differences in size, color, flavor and physical and chemical properties. Indian varieties are of high grade and are clean and free from dust. Mangalore is an extremely bold, deep black pepper of distinctive flavor; Tellicherry and Alleppy peppers are reddish-brown in color and highly aromatic, but are less bold. Lampong peppercorns are smaller, more wrinkled, less aromatic and more pungent.

White Muntok and Sarawak white peppers are yellowish-grey in color and are both of good appearance and aroma. A small quantity of black pepper is decorticated in the United Kingdom by means of machines especially developed for this purpose. These machines remove not only the pericarp but also the yellowish-grey seed-coat, yielding a product of better color than that obtained from imported white pepper. It is supplied mainly to manufacturers of mayonnaise, for the ground decorticated pepper is free from the dark specks present in ordinary ground white pepper, which would spoil the appearance of a salad cream.

In the trade, the quality of pepper is assessed from a consideration of such factors as appearance, flavor and weight or density. The "weight" of a sample of pepper is actually the weight in grams of 100 peppercorns, and is dependent not only on the size of the peppercorns, but also on their

density. It gives no more than a rough idea of the relative weights of different varieties, as variable results are apt to be obtained from different samples of the same variety and even from different sets of 100 peppercorns from the same sample. For this reason they are only given to one decimal place. Redgrove (*Spices and Condiments*, p. 182) determined and published the following values, in gram weight of 100 peppercorns: Black—"Mangalore kind," 6.4 grams; Ceylon, 5.7; Tellicherry, 4.8; Lampong, 3.0; White—Muntok, 4.7.

("Mangalore kind" is not true Mangalore pepper, but consists of selected corns of other Indian and Ceylon peppers; its appearance approximates to that of genuine Mangalore pepper.)

Density is determined by weighing the pepper required to fill a standard measure of capacity, such as the litre or the imperial gallon. It is a characteristic of particular importance in the case of peppers intended for decortication, for which purpose a pepper of high density is required. Some varieties, such as Tellicherry, Malabar and Lampong, have hard, solid kernels, while others, particularly the lower grades of Singapore and Acheen, are often hollow. This deficiency is clearly indicated by the density test, which is far more reliable than the weight test. Winton (*Structure and Composition of Foods*, Vol. IV, pp. 328-9) gives the following average values of the weight of 100 peppercorns and of the weight per litre for different varieties of black pepper:

	Weight of 100 peppercorns, grams	Weight per litre grams
Mangalore .....	8.57	574
Malabar .....	5.74	570
Lampong .....	3.59	511
Singapore .....	4.89	476
Acheen A .....	3.44	432
Acheen B .....	3.35	407
Acheen C .....	3.10	330

In the chemical examination of pepper, the constants usually determined are moisture, ash, volatile oil, piperine, starch, fiber and protein, and the values obtained should fall between fairly well-defined limits which have been established as the result of many analyses of commercial peppers made in the past.

The active constituent of pepper is the alkaloid piperine, and the quantity of this alkaloid in a pepper is regarded as an indication of its quality (pungency), although it varies

to some extent according to the source of the spice. The material returned as "piperine" in the chemical examination includes also piperidine, chavicine and a resin, but these three substances form only a small part of the total "piperine".

Another somewhat variable property is the volatile oil content, on which the flavor and aroma of the spice depend.

Although no legal standard for pepper exists in the United Kingdom, in Australia, Canada, the United States of America and other countries there have been fixed certain limits for black and white pepper, some of which are summarized here:

Canadian Food and Drugs Act, 1942, and also  
U. S. Dept. Agric. Food and Drug Administrations,  
Food and Drug No. 2 (Fifth Revision), Nov., 1936

	Black pepper, per cent.	White pepper, per cent.
Ash, total, not more than . . . .	7.0	3.5
Ash, insoluble in hydrochloric acid, nor more than . . . . .	1.5	0.3
Non-volatile ether extract, not less than . . . . .	6.75	7.0
Starch, not less than . . . . .	30.0	52.0
Crude fibre, not more than . . .	—	5.0

(To be continued)

## Ship sailings

(Continued from page 87)

SAILS	SHIP	LINE	DUE
10/10	Cingalese	Prince	Hall/3 Boll/6 NY11/7 Ball/13


## COLOMBO

6/16	Exchequer	Am-Exp	Bo7/14 NY7/16
7/7	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
7/8	Oluf	Maersk	NY8/14
8/7	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13
8/8	Lexa	Maersk	NY9/24
8/21	Cornelius	Maersk	NY9/24
9/8	Leise	Maersk	NY10/13
9/21	Arnold	Maersk	NY10/25
10/7	Cingalese	Prince	Hall/3 Boll/6 NY11/7 Ball/13
11/7	British	Prince	Ha12/4 Bo12/7 NY12/8 Ba12/15

## DJAKARTA

6/19	Oluf	Maersk	NY8/14
7/7	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13
7/18	Lexa	Maersk	NY9/9
8/18	Leise	Maersk	NY10/13
9/7	Cingalese	Prince	Hall/3 Boll/6 NY11/7 Ball/13
10/6	British	Prince	Ha12/4 Bo12/7 NY12/8 Ba12/15

VANILLA BEANS



**ZINK & TRIEST CO.**

151 E. 13th Street  
PHILADELPHIA, PA.

SAILS SHIP LINE DUE

## HONG KONG

6/21	Nicoline	Maersk	SF7/13 NY8/1
6/27	Yamafuku Maru	Yamashita	LA7/14 Cr7/24 NY7/30
7/3	Trein	Maersk	SF7/28 NY8/17
7/18	Anna	Maersk	SF8/11 NY8/30
8/3	Peter	Maersk	SF8/26 NY9/14
8/18	Jeppesen	Maersk	SF9/11 NY9/30
9/3	Olga	Maersk	SF9/26 NY10/15

## KOBE

6/11	Johannes	Maersk	SF6/26 NY7/13
6/28	Nicoline	Maersk	SF7/13 NY8/1
7/5	Land	Pioneer	NY8/6
7/11	Trein	Maersk	SF7/28 NY8/17
7/26	Anna	Maersk	SF8/11 NY8/30
8/11	Peter	Maersk	SF8/26 NY9/14
8/26	Jeppesen	Maersk	SF9/11 NY9/30
9/11	Olga	Maersk	SF9/26 NY10/15

## SHIMIZU

6/14	Johannes	Maersk	SF6/26 NY7/13
6/29	Yamafuku Maru	Yamashita	LA7/14 Cr7/24 NY7/30
6/31	Nicoline	Maersk	SF7/13 NY8/1
7/7	Land	Pioneer	NY8/6
7/14	Trein	Maersk	SF7/28 NY8/17
7/29	Anna	Maersk	SF8/11 NY8/30
8/14	Peter	Maersk	SF8/26 NY9/14
8/29	Jeppesen	Maersk	SF9/11 NY9/30
9/14	Olga	Maersk	SF9/26 NY10/15

## TANGA

6/10	Karsik	Royal Inter	LA8/4 SF8/9 Po8/14 Se8/17 Va8/19
6/15	Leslie	Lykes	Gulf 7/20
6/21	Afr Sun	Farrell	NY8/2
7/5	Charlotte	Lykes	Gulf 8/9
7/9	Afr Crescent	Farrell	NY8/19
7/10	Van Heutsz	Royal Inter	LA9/4 SF9/9 Po9/14 Se9/17 Va9/19
7/20	Ruth	Lykes	Gulf 8/21

## YOKOHAMA

6/15	Johannes	Maersk	SF6/26 NY7/13
6/30	Yamafuku Maru	Yamashita	LA7/14 Cr7/24 NY7/30
7/2	Nicoline	Maersk	SF7/13 NY8/1
7/8	Land	Pioneer	NY8/6
7/15	Trein	Maersk	SF7/28 NY8/17
7/31	Anna	Maersk	SF8/11 NY8/30
8/15	Peter	Maersk	SF8/26 NY9/14
8/31	Jeppesen	Maersk	SF9/11 NY9/30
9/15	Olga	Maersk	SF9/26 NY10/15

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal C. Z.

<sup>2</sup> Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

Established 1885

## B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

225 Front Street

San Francisco, Calif.

## VANILLA BEANS

For over 90 years the recognized source  
of supply

## THURSTON & BRAIDICH

286 Spring St.

New York, N. Y.



# San Francisco Samplings

By MARK M. HALL

■ ■ Imports of coffee for the first four months of this year have been running ahead of imports for the same period last year. It remains to be seen whether this pace will continue.

The report is universal, in the San Francisco area at least, that things are dull. The pipe lines are filled, the boys say. This means that roasters, wholesalers, retailers and consumers are well supplied. Until this surplus works off, nobody will know whether there is any reduction in the consumption of coffee or not.

There are reports that tea business is up 25 per cent in this vicinity, and it is likely that some of this increase is at the expense of coffee. However, a 25 per cent increase in tea drinking would not mean anywhere near as much decrease in the consumption of coffee.

The market has bounced up and down so much that some green men are seeing double. Colombians again dipped below Brazils, which doesn't look right to green men. It will not be until about July that we begin to feel the lack of coffee, due to the freeze, and at this time next year the pinch will begin to hurt unless something happens to production, or the consumer's coffee drinking takes a real dip.

■ ■ As for tea, some of those in the business estimate it is up 25 per cent. The national average is said to be up about 22 per cent. It is also believed that this represents a shift from coffee to tea.

Ed Spillane received a note from Phil Hellyer, in Japan, that the earliest grades of green tea arriving on the market are equal to or better than the quality last year. Indications are that the price will be lower than last year. As for India tea, lower prices are looked for in September and October, even

if the market opens a little higher. This would depend on whether the crop was normal, or a little better. Last year there was a shortage of about 20,000,000 pounds.

■ ■ The M.J.B. Co., has expanded its facilities in the Northwest. A new building, containing offices and warehouse, of about 7,000 square feet, was constructed for their use in Seattle. The site has a spur track and truck loading facilities, plus a loading area for trucks. A. C. Owens is the local manager of the warehouse.

Similar facilities were built in Portland, with a total of 6,000 square feet. The new warehouse is located across the river from the old plant. Fred Weaver is the manager.

A constantly growing business in this region has necessitated the moves.

■ ■ Paul Ahrens, of Irwin-Harrison-Whitney, Inc., is now in Shizuoka, Japan, the green tea marketing center for that country, where he will remain in charge of his company's operations until he returns about September.

■ ■ Fred Lanterwaser, civilian inspector for Army at Fort Mason, died in Santa Rosa. He was 69 years old. He had many friends among the coffee men, and was very highly regarded by them.

■ ■ Peter L. Collins, who was for 30 years manager of Hard and Rand's operations in Colombia, is on his way to the New York office of the company, where he will act in an advisory capacity. He stopped off in this city, and with Harry Maxwell attended the P.C.C.A. convention. Accompanying Collins to the convention was Martin Waterfield, of the London office of Hard and Rand. The latter is on his way to Brazil, where he will be located permanently.

■ ■ C. G. (Epp) Eppinger, of W. R.

Grace & Co., suffered a heart attack while calling on the trade with Fred DeBow, of the same company. It is reported that Epp is doing well, and with plenty of rest, recovery will not be too far off, and he should be back on the job soon.

■ ■ Leo Allen, El Salvador representative for E.A. Johnson & Co., was a visitor in this city last month and also attended the convention.

■ ■ Peter Folger gave a cocktail party for the board of directors of NCA and PCCA at Del Monte Lodge before the convention.

■ ■ Wilbur Hughes, of Haas Bros., is in Brazil again. Some people may travel for pleasure, but Wilbur says it is for business, period.

■ ■ Among new members of PCCA are M. S. Cowen & Co., Geo. W. Reed & Co., Inc., the East Asiatic Co., of San Francisco, and Certified Grocers, of Los Angeles.

■ ■ Harold F. Gavigan, of B. C. Ireland, Inc., has been elected to the board of directors of the American Spice Trade Association, replacing Ralph J. A. Stern. He will be inducted into office at the 1954 ASTA convention.

This will add considerably to the service which Harold Gavigan is rendering the industries with which he is associated. His predecessor made no less than seven trips East during his term of office. Add his new responsibilities to the fact that Harold Gavigan is on the board of directors of NCA and PCCA, and we must conclude that he will be a busy man in the coming months.

■ ■ In the report recently released by the Northern California regional group of ASTA, of which Harold Gavigan is chairman and Frank J. Frellesen is secretary, notice is given of the retirement of Robert C. Pauli from the spice firm bearing his name after some 53 years of activity. He has two worthy successors in his sons, Harold and Tom Pauli.

(Continued on page 111)

## E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

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# New York News

■ ■ Plans are being readied for the annual outing of the local coffee fraternity at the Hackensack Golf Club, Oradell, N. J., on Tuesday, June 22nd.

If the past few years are any indication, don't worry about the weather. There may be a hurricane the day before and a downpour the day after. But on the day of its outing, the New York coffee trade always manages a beautiful, shining day. Don't ask us how!

■ ■ Something special is on the fire for the last meeting this season of the Tea Club, informal organization of New York City people in the tea trade.

The meeting will take place June 10th, beginning at 5:00 p.m., at the Antlers Restaurant. This will be the last get-together of the Club until after the Tea Association convention in the fall.

Everybody welcome!

■ ■ Simon Auskern, president of the Sabrosa Coffee Co., Inc., has announced that his company has taken over Polin Bros., New York City roasters.

The restaurant end of the Polin business is being integrated with Sabrosa, but the grocery end will continue under the Polin name.

Mort Polin is now associated with Sabrosa.

■ ■ P. Pascal, coffee and tea firm formerly located on West 43rd Street, has moved its plant and offices to 960 Nepperhan Avenue, Yonkers, N. Y.

■ ■ Charles Rogers, of the Irving Trust Co., who is widely known and well liked in the coffee, tea and spice industries, is making another trip to

Colombia. The one-week visit there is a follow-up on the trip he made earlier this year.

■ ■ Herman F. Baerwald is now in the green coffee business on his own. He has formed H. F. Baerwald & Co., Inc., with offices at 110 Front Street, to handle green coffee and other commodities.

He was formerly secretary of the A. C. Israel Commodity Co., Inc., a firm with which he was associated for eight years. Before that he was connected with J. Aron & Co., Inc.

■ ■ Herman Spitzer, who was president of the New York Coffee Roasters Association in 1947, has set up a green coffee import firm, H. M. Spitzer & Co., Inc., with headquarters at 50 Church Street.

The company will act as import agents for African and other "outside" coffees.

Mr. Spitzer was formerly with the Old Dutch Coffee Co., Inc., for 12 years, and was with the coffee section of the Foreign Economic Administration in Washington for two years.

More recently Mr. Spitzer headed the import department of Stern, Morgenthau & Co., Inc., in this city.

■ ■ A coffee and cocoa import department, to handle West Africans, has been set up by the Christopher Trading Co., 2 Broadway. Managing the department is Nicholas Feuillatte.

Mr. Feuillatte has traveled widely in French Africa in the past few years, visiting the coffee growing areas and making direct contact with the mem-

bers of the coffee industry there.

■ ■ Another expansion in African coffees is indicated by Import-Export Industries, Inc., 30 Rockefeller Plaza. The firm's coffee department, set up in 1953 under the management of George M. Saks, was handling Belgina Congos, Madagascars and Ivory Coast coffees. It will now handle all Africans.

■ ■ Still another addition to the African coffee picture is John R. Eberhart, 60 East 42nd Street, who handled waxes before. Mr. Eberhart has formed a coffee department which will act as agents for shippers of African and other coffees.

■ ■ The coffee fraternity will soon welcome to the local scene George A. Mandis, who has been handling coffee out of Chicago for E. F. Hutton & Co., commodity brokers active on the New York Coffee & Sugar Exchange.

Mr. Mandis will be permanently located in New York, working out of Hutton's offices at 61 Broadway.

■ ■ Grace Line's Caribbean freighters, the Santa Ana, Santa Teresa and Santa Catalina, formerly berthed at Pier 65 North River, now have a new terminal, the foot of Java Street, Brooklyn, N. Y., opposite 23rd Street, Manhattan.

The ships will continue to provide weekly sailings from La Guaira, Venezuela, and Barranquilla, Colombia, to the new terminal.

All other Grace Line services will continue to operate from North River piers.

The Java Street pier—could there be a better landing point for coffee?—lies inside the Metropolitan Trucking Zone and is quickly accessible from Manhattan, Brooklyn and Long Island.

A Grace Line pamphlet with complete details on the new pier, including an approach map, is available.

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# New Orleans Notes

By W. McKENNON

■ ■ The ninth Mississippi Valley World Trade Conference was held here, sponsored by the Export Managers' Club. The opening luncheon was presided over by William Zetzmann, president of the International Trade Mart.

Sam Israel, Jr., of Leon Israel and Bros., Inc., was a member of the panel discussion on Trade Problems. David Kattan was chairman of the reception committee, which held a show boat party for the delegates.

■ ■ Wesley C. Becker, Chicago, with Mrs. Becker, visited briefly in New Orleans before sailing aboard the Del Mar for Brazil and Argentina. They expect to return in June.

■ ■ Floyd Pool, of the Spray Coffee and Spice Co., Denver, was a business visitor in New Orleans recently.

■ ■ John J. Cummings, Jr., and Mrs. Cummings have announced the approaching marriage of their daughter, Lorette Anne, to Mr. Norbert Bertel Delph.

■ ■ W. C. Englisbee, of Ruffner, McDowell and Burch, Inc., has returned from a business trip through the Southeast.

■ ■ C. J. Lafaye, of W. D. Roussel & Co., Inc., was a recent business visitor in Houston and San Antonio.

■ ■ William H. Kunz, of W. H. Kunz & Co., Los Angeles, with Mrs. Kunz, spent several days here on business recently.

■ ■ Webster Marks has returned from a business trip through the Southeast in the interests of Zander & Co., Inc.

■ ■ William L. Korbin, of Wm. Korbin & Co., with Mrs. Korbin, visited here briefly after a vacation in Sarasota, Florida.

■ ■ Carl Borchsenius, of Carl Borchsenius and Co., Inc., with Mrs. Borchsenius, spent a few days here recently on business.

■ ■ Mr. and Mrs. Jose Lamacchia, of Santos, visited here, making their headquarters at the offices of Lafaye and Arnaud. Before returning home Mr. and Mrs. Lamacchia stopped in Houston and California, where Mr. Lamacchia attended the Pacific Coast Coffee Association convention.

■ ■ Among those reported having attended the Southern Coffee Roasters' Association meeting in Savannah, Georgia, were George Foltz, Foltz Tea & Coffee Co.; Ralph Richards, Otis McAllister; Kent Satterlee, Bright & Co., Ed J. Ganucheau and Alan V. Bories, of J. Aron & Co., Inc.; Albert Barrientos, of Westfield Bros.

■ ■ Austin O'Brien, of Nash and O'Brien, and George Westfeldt, Jr., of Westfeldt Bros., were in California where they attended the PCCA convention and the board of directors meeting of NCA.

■ ■ J. S. Levy, of J. Aron & Co., Inc., recently visited several important coffee centers of the country in the interest of his firm.

■ ■ Captain J. W. Clark, vice president of the Mississippi Shipping Co., has returned from an extended trip through West Africa and Continental Europe.

■ ■ The annual softball game and afternoon outing of the Green Coffee Association of New Orleans was held at City Park, with the Dupuy Storage and Forwarding Corp., furnishing the refreshments. Winners of the Derby Contest were: J. P. Marks, first; Natalie Phillpott, of J. Aron & Co., Inc., second; Glendy Munson, of Lafaye and Arnaud, third. An enjoyable afternoon was reported by the trade.

■ ■ Bates Smith of the Interstate Coffee Co., Augusta, With Mrs. Bates, visited in New Orleans en route to a vacation in Mexico.

## Vancouver

By R. J. FRITH

■ ■ Vancouver coffee execs made up a party to attend the convention of the Pacific Coast Coffee Association. The Vancouver people hope to see some of their old friends, who since the big coffee price climb began, have had to stay close to the home plate.

■ ■ Another convention that interests tea men, especially, is the Canadian convention at the Seigney Club, Quebec. That's for October.

■ ■ Spice men in Vancouver are attending the annual convention of the Canadian Spice Association at the Alpine Inn, St. Marguerite's, Quebec.

■ ■ R. J. McCance, manager of Blue Ribbon, Ltd., tea blenders and packers, left Vancouver for a stay of a few weeks in the company's Winnipeg offices. During his absence, H. B. McWilliams acted as manager of the company's Vancouver branch.

■ ■ Hudson's Bay Wholesale have completed installation of a modern coffee processing plant at Terminal Avenue, Vancouver. The plant includes

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■ ■ Trevor Arkell, past president of the Canadian Tea and Coffee Association, has incorporated as Trevor Arkell, Ltd., with business offices at 1030 Hamilton Street, Vancouver. His new company is doing a general export and import business, and has a manufacturers' agency department.

■ ■ L. E. Tackaberry has been appointed office manager of the Vancouver branch, T. H. Estabrooks Co., Ltd. He has a nice background in teas and coffees.

## Chicago

By JOE ESLER

■ ■ Nelson McNash and Bill Otto of the Hazel-Atlas Glass Co., Wheeling offices, were on hand for the premium show at the Conrad Hilton. The company had a fine display. There was also a fine display at the National Restaurant Show held at the Navy Pier, with Stewart Franz and Nelson McNash in charge. Ellis Johnson and Don Reeves of the Chicago offices attended both shows.

■ ■ The Gaylord Container Corp. plans an August opening of their new corrugated manufacturing plant. It will be the most modern plant of its type. J. M. Arndt executive vice president reports. The company is expanding its production in the various plants.

■ ■ United Industries of Detroit has signed a contract with Gold Prize Coffee Co. to use the company's patented automatic brewing equipment. United calls their new coin operated coffee vender the Coffee-Teria. Standard ground coffee is brewed automatically by the pressure principle and will deliver 480 cups per unit; time switch controls dispose of left-over coffee and then start brewing a fresh supply.

■ ■ D. E. Stage, vice president of B. F. Gump Co., W. W. Grieb and A. W. Patzlaff attended the packaging show in Atlantic City. The company displayed a complete line of automatic net weighing and bag packing equipment.

■ ■ American Duplex Co. of Louisville advise the trade they are working overtime to fulfill orders.

■ ■ The candy and cookie division of Zion Industries will have an exhibit at the NRTCMA convention with several new lines on display. C. R. Reeves, vice president of the department, Eugene R. Pillifant, and A. E. McKelrie will be on hand during the convention.

■ ■ Bernard Edward Co. will display their outdoor accessories, pet supplies, planter lamps. Dave Lovitz, general manager, Bob Pellican, midwest representative and Bernard Rubin will be in charge of the exhibit.

■ ■ LaBelle Mercantile will display towels, blankets, sheets, pillow cases, gift wraps and special items for special sales promotions. Jack Glass and Jack Halpern will be in charge.

■ ■ Club Aluminum Co. will be represented by Zach E. Wells and Dan Drumtra at the NRTCMA convention. Their

exhibit will feature the roastbake and serve pan and the Simmons slicing knife with Pakka wood handles and stainless steel blades that last almost a lifetime. A full line of Club Aluminum ware will also be displayed.

■ ■ Glolite Corp. will have an exhibit with Robert J. Schultz and Albert Sadacca on hand to meet the trade.

■ ■ G. G. Sill will head the Enterprise Aluminum Company's staff at the convention and many items of value to the home service merchant will be shown.

■ ■ W. H. Menig and F. G. Rogers will be in charge of the exhibit for American Color Type Co. A full line of Xmas cards, juvenile books and valentine cutout assortments will be displayed.

■ ■ A. Minkus of the Coffee Corp. and his wife will be back from their European trip in time for the NRTCMA convention. Mr. Baskin and Joe Fogel will be on hand for the trade.

■ ■ Co. Irving Cohen, Burt Wade and LeRoy Smith will take charge of the Ideal Toy Corp. exhibit. In addition to their regular line of dolls, they will display plastic and educational toys and vinyl specialties, a new talking doll, a talking phone and an FBI car.

■ ■ Robert Swanson of Swanson Brothers and his wife have returned from a ten weeks overseas trip. They visited Ethiopia and checked into the coffee situation, visiting leading exporters and found the outlook for the new crop excellent and the quality expected to be high.

Mason Tilden and Harold Sanberg will represent Swanson Brothers at the NRTCMA convention.

■ ■ J. G. Ferguson & Associates will display a full line of cook books, bibles, and reference books with George M. Plews, Thomas J. Cail and Miss Carol Keffer on hand to meet the trade.

■ ■ Allen B. Wrisley Co. will be represented by Jack Jacovelli, Will Singer and M. P. Rosenthal. The company will show a full line of soaps and toiletries for the home service trade.

■ ■ C. L. Bradford, John Duncan, and A. Thro will take charge of the exhibit for C. L. Bradford & Associates. The display will also include the Castelli line of the U. S. Fiber and Plastics Corp. which they represent.

■ ■ Certified Products Co. pack a complete line of jams and jellies for the trade. They have 12 and 21 ounce jars, which they will pack under private label or under their house brand "Sunny."

■ ■ J. N. Zapolen, C. W. Dinse and J. McCarthy will attend the NRTCMA convention for the Borg Erickson Co. They will display their bathroom scales including the latest types "Flight Model." ■ ■ Tigrett Enterprises will display a line of patented toys with H. G. Sunheim, Jr., Edward McCaskey and Helen Gordon in charge.

■ ■ M. Gottsegen and J. M. Ritter will be at the Gotham Industries booth to welcome the trade and show their line of plastic items, picnic kits, toys, etc.

■ ■ The May issue of Tecup, the official magazine of the NRTCMA, had a

write-up on the Regal Ware Co., J. O. Reigle, the staff and the history of the company since Mr. Reigle took over.

■ ■ The annual golf tournament of the Food Products Club of Chicago will be held at St. Andrews Golf Club on June 17th. This will be the silver anniversary tournament.

■ ■ Cleanser Products Co. will have on display their household line of cleanser pads. J. A. Cameron and Ernest Lang will be present to meet the trade.

## San Francisco

(Continued from page 107)

■ ■ Stanley Evans, statistician for the Harbor Board, Port of San Francisco, informs us that imports through the port for April were 18,591 tons. April last year they were 23,109 tons.

The total for four months of this year are 67,286 tons, while the same period last year totaled 61,567 tons.

For eight months through April this year, imports were 106,608 tons, for the same period through April, 1953, they were 113,494 tons.

In 1951, totals were 138,620 tons, in 1952, 141,231 tons, and in 1953, 142,407 tons.

Only the balance of the year will tell whether the gains of former years will continue through 1954.

■ ■ Bob Stevenson of New York, commodity man specializing in coffee for Merrill Lynch, Pierce, Fenner & Beane attended the convention with Ralph Priminger, of the San Francisco office. They had an office set-up with a private news and quotation wire operated from 70 Pine Street, New York City, which serves 113 company offices.

Bob Stevenson said that because of present conditions in the coffee market, there is an increasing use of the futures on the Exchange. In a pamphlet just issued, it was stated that in periods of great uncertainty and of wide price movements, such as we are in now, profits can be insured or losses prevented by judicious use of futures. At least, the story is a very serious one and worth reading.

■ ■ Among out of town visitors at the convention were Mr. and Mrs. Ed Aborn; Abreu Carlos, Abreu & Filhos, Rio de Janeiro; Mr. and Mrs. R. E. Atha, J. A. Folger & Co., Kansas City; Bert D. Balart, Glendale, Calif.; Richard O'Dell Cain, Cain's Coffee Co., Oklahoma City, and William Morgan Cain; Mr. and Mrs. Albert Ehlers, New York City; Mr. and Mrs. Jose Lamacchia, Santos, Brazil; Mr. and Mrs. Horacio Cintra Leite, Brazilian Coffee Institute, New York City; J. A. McMillan, Kroger Co., New York City; Mr. and Mrs. Jerome Neuman, Joseph Martinson & Co., New York City; James M. O'Connor, Jewel Tea Co., New York City; Roberto Quinonez, Minister of Agriculture, El Salvador; Mr. and Mrs. H. Urrutia, Leonidas Lara & Sons, New York City; and Andres Uribe, National Federation of Coffee Growers of Colombia, New York City.



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**FOR SALE:**—Pneumatic pouch type tea ball machines in perfect running condition. Can be seen at our plant any time. \$2500.00 each. Eppens, Smith Company, Inc., Borden Avenue & 21st Street, Long Island City.

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SEATTLE 1



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*Importers of  
Green Coffee*